

NEWSPAPER RATE BOOK

SEASON
1914-1915

Nelson Chasman & Co.

ST. LOUIS — CHICAGO — NEW YORK — CHATTANOOGA.

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NELSON CHESMAN & CO.

Builders and Owners.

Capt Charles H. Taylor, Jr.
visited Oklahoma 1917
21555 Ad notes

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RATES

By states, cities and towns, showing all publications of 5000 or more circulation and including:

- (a) Industrial survey of each city.
- (b) Publications alphabetically arranged.
- (c) Character of publication, history, subscription price, circulation, physical make-up.
- (d) Closing dates.
- (e) Detailed advertising rates.

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NELSON CHESMAN & CO.'S NEWSPAPER RATE BOOK

INCLUDING A CATALOGUE OF

NEWSPAPERS AND PERIODICALS

IN THE UNITED STATES, CANADA, CUBA, PORTO RICO,
PHILIPPINE ISLANDS AND HAWAIIAN ISLANDS,

Having 5,000 circulation and over, with Advertising Rates of each
paper, Circulation, etc., for the season 1914-1915.

PRICE FIVE DOLLARS.



NELSON CHESMAN & Co.
PUBLISHERS.

ST. LOUIS OFFICE,
1127-1129 Pine St.,
Publicity Building

NEW YORK OFFICE,
200 Fifth Avenue
Building

CHICAGO OFFICE,
27 East Monroe St.
Goddard Building

CHATTANOOGA OFFICE,
112 West Eighth Street
First National Bank Building

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(1914/15)

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BY NELSON CHESMAN & CO.

IN THE OFFICE OF THE LIBRARIAN OF CONGRESS

AT WASHINGTON, D. C.

RATE BOOK *versus* Catalogue or Directory

A "Dun" or "Bradstreet" that gave name and address only, without rating, would be a most expensive Directory and no more useful than any conventional City Directory.

A Catalogue of Publications without Rates has *some* value as a Directory; it is worth all you pay for it. But a Rate Book, with Rate Cards, made intelligible, is a "Dun" or "Bradstreet" to the Manager of Advertising.

CIRCULATIONS

The Circulation figures in the Newspaper Rate Book are based on information provided by the publications. A study of our method of statement reveals three classes of information.

CLAIMED CIRCULATION. Where we are unable to get conclusive statements.

GUARANTEED CIRCULATION. Where the publisher guarantees an average circulation for a period.

SWORN CIRCULATION. Which represents statements made under affidavits.

After all, RATES are the best gauge of values. A Sustained Rate indicates circulation of the right kind.

No New Thing

The Newspaper Rate Book

is not a new thing, nor is it an experiment. It has a mission and has proved its utility as well as desirability. Our forty year old Rate department has published this book each year for the past sixteen years.

All of our clients receive this NEWSPAPER RATE BOOK annually with our compliments. We provide it to save time, correspondence and incidental expenses, both to ourselves and clients.

It was to effect this saving that the NEWSPAPER RATE BOOK, which is really a complete statement of all Rate Cards, was first published. It has served well. It shall continue this work indefinitely.

THE NEWSPAPER RATE BOOK is quite as valuable to the other Agencies and their clients, or to any man who wants the Rate Cards of all important publications, codified and classified under one cover.

PUBLISHED ANNUALLY
SUBSCRIPTION PRICE \$5

NELSON CHESMAN & CO.

St. Louis, Chicago, New York, Chattanooga

How To Use This Book

This is the *only* book giving *complete* rates of every advertising periodical of 5,000 or more circulation in the United States, Canada, Cuba, Porto Rico, Hawaiian and Philippine Islands.

It is a comprehensive *fact*-book, containing every essential fact upon which to base your selection of advertising periodicals as media for your advertising message.

IT IS A COMPLETE STATEMENT OF THE RATE CARDS OF ALL THESE PUBLICATIONS, codified, classified, handy, dependable, concise, and arranged alphabetically as to state, city and title of publication, and as to lists.

Think what it would mean if you attempted to file and cross-index all the rate cards in this manner, to say nothing of the expense of corresponding for these cards, nor of the fact that the information contained on rate cards is not nearly so complete, well arranged and understandable.

This book gives complete rates: line rates, time and quantity rates, classified rates, reading matter rates, telegraph rates, and special rates. *Compare it with any other book in these respects.*

It gives subscription price, circulation (tells whether claimed, guaranteed or sworn), closing date, physical make-up, page size, column size, whether matrices are used, etc.

It gives the name, address, character, history and publisher of the publication and an industrial survey of the City in which the periodical is published.

Use this book to save time; to increase efficiency; to get the *facts* that eliminate guesswork. The information in this book has been checked, re-checked and verified right up to the minute of going to press.

Any data supplementary or contributory to that contained in this book we shall be pleased to furnish upon request.

Nelson Chesman & Co.

ST. LOUIS

CHICAGO

NEW YORK

CHATTANOOGA

Forty Years Advertising

Nelson Chesman & Company

1874—1914



THIS Company was established in 1874 by Mr. George P. Rowell and Mr. Nelson Chesman, under the name of Rowell & Chesman. In 1878 the name was changed to Nelson Chesman & Company.

While headquarters have always been in St. Louis, the Chicago, New York and Chattanooga offices have, through their complete organization and equipment, attained a proficiency seldom found in advertising organizations.

With hundreds of active clients, many of them with us for years and years—some thirty years, we have accumulated an advertising experience that enables us to qualify as competent advisers.

We say advisers purposely and meaningly. We have never been able to understand a concern's business quite as well as the head of that concern.

To assist in the execution of ideas, to develop the outside view point, to focus the big idea, to prepare believable copy presenting that idea, to select mediums, place orders, check insertions, discount bills, and provide every detail of service work is our mission, and we claim to do this successfully, efficiently, in the light of 40 years advertising.

If you have 100 point merchandise, if you have vision and determination, we can serve you well; but after all, we can rise no higher than our inspiration—you, your merchandise.

Nelson Chesman & Company

ST. LOUIS

CHICAGO

NEW YORK

CHATTANOOGA



A CATALOGUE giving the rates for transient and continued advertising, of the newspapers and periodicals in the United States and Canada, of 5,000 circulation and over; also full description of each paper (including number of pages, length and width of columns, character, circulation, etc.) of value for general advertising purposes, a few papers of less circulation being included on account of geographical location, etc. Brief statistics showing the commercial importance of the city where the publication is issued from is also given. A number of publications that refuse advertisements, or that are not available for general advertisers, are omitted. No extra charge for cuts except where so stated. The list is arranged by States in alphabetical order, the papers in each city being given in same order. The word "guaranteed" means that the circulation is guaranteed by the managers of the paper. An * after circulation figures denotes that a detailed statement or other proof of circulation from the publishers is on file at our office.

ALABAMA

BIRMINGHAM—Population 132,685. On 10 railroads. Trade center for a large agricultural district. Immense coal and iron deposits in immediate vicinity, with annual output of 2,025,378 tons iron and 3,526,624 tons coke. Has large and constantly growing iron industry, numerous blast furnaces, steel rail mills, R. R. machine shops and many other industries. Pay rolls aggregate more than \$1,000,000.00 per week. Over 3,000,000 tons of coke is annually produced in the Birmingham district. Bank clearings during year 1913, \$173,857,772.00. Building permits during 1913, \$6,429,737.00.

ADVANCE—Every Saturday. Democratic. Established 1906. Advance Co. (Inc.), publishers. Subscription \$1; sworn average circulation for six months ending May, 1914, 53,134; 12 pages, 6 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 212-16 Title Guarantee Trust Building.

Advertising rates, agate, \$1.40 an inch; on contract, \$1; 500 in., 90 cts.; 1,000 in., 80 cts. an inch. Special position, 20% extra. Classified, 2 cts. per word.

AGE-HERALD—Every morning including SUNDAY, and Weekly, Thursdays. Democratic. Established 1872. E. W. Barrett, editor. Subscription, daily and Sunday, \$8; weekly, 50 cts.; sworn average net circulation for year 1913, daily, 18,836*; Sunday, 28,758*; weekly, claimed, 25,000; daily and Sunday, 10 to 56 pages; weekly, 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 10 cts. a line; Sunday, 11 cts. a line. Open space within one year, 1,000 lines, daily, 8 cts., Sunday, 9 cts. a line; 2,000 lines, daily, 7 cts., Sunday, 8 cts.; 3,000 lines, daily, 6 cts., Sunday, 7 cts.; 5,000 lines, daily, 5 cts., Sunday, 6 cts.; special positions, 15 and 25 per cent extra. Strictly Mail Order advertising, 5 cts. a line, flat. Reading notices, non-pariel, 25 cts. a line, with discounts on 500 lines or more; telegraphic readers, 50 cts. a line. Classified, 1c. a word (minimum charge, 25 cts.). Weekly, display, 7½ cts. a line each insertion.

See advertisement on page 436.

ALABAMA BAPTIST—Every Wednesday. Baptist. Established 1874. Rev. Frank Willis Barnett, editor and proprietor. Subscription, \$2; sworn average circulation for 1913,

ALABAMA

7,620*; 16 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in.

Advertising rates, 76 cts. an inch with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches space. Reading notices, 10 cts. per agate line.

ALABAMA CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal. Established 1881. Whitehead Publishing Co., publishers. Subscription, \$1.50; sworn average detailed circulation for three months ending August 15, 1913, 9,019*; 16 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in.

Advertising rates, 90 cts. an inch; discounts, 5% on 10 in., 10% on 50 in.; 15% on 200 in. and 20% on 500 in. space.

DIXIE HOME—Monthly. Home and Family. Established 1895. Rountree Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 45,000 net; 16 pages, 4 columns, length of columns 14 in.; width, 2½ in. Forms close 25th preceding month.

Advertising rates, agate, 25 cts. a line. Reading notices, agate measure, 30 cts. a line. See advertisement on page 483.

LEDGER—Every evening, except Sunday. Independent Democratic. Established 1896. James J. Smith, publisher. Subscription, \$5; sworn average circulation for year ending March 31, 1914, 29,285* net paid; 14 to 32 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 39 times, 7 cts.; 78 times, 6 cts.; 156 times, 5 cts. a line per time. 1,000 lines within one year, 7 cts. a line; 2,000 lines, 6 cts.; 3,000 lines, 5½ cts.; 5,000 lines, 5 cts.; strictly Mail Order copy and schools, resorts or hotel advertising 6 cts. a line, flat; special positions, 10 and 25% extra. Classified, 1c. a word. Reading notices, nonpareil, 35 cts. a line; 500 lines 30 cts. a line; 1,000 lines, 25 cts. a line; telegraphic, \$1 a line.

See advertisement on page 487.

NEWS—Every evening except Sunday, and **SUNDAY** morning. Democratic. Established 1888. Victor H. Hanson, publisher. Subscription, daily and Sunday, \$6; sworn average detailed circulation for six months prior to April 1, 1914, daily, 35,066* net; Sunday, 36,335* net; 16 to 36 pages, Sunday, 50 to 72 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates daily or Sunday, agate, 10 cts. a line. Open space within one year, 1,000 lines, 8 cts.; 2,000 lines, 7 cts.; 3,000 lines, 6 cts. a line. Position, 25% extra. Educational, resorts, books, 7 cts.; mail order, 6 cts. a line, flat. Classified, 1c. a word. Pure reading notices, 30 cts. a line. Telegraphic readers, \$1 a line.

PROGRESSIVE FARMER—(also dated at Raleigh, N. C., Memphis, Tenn. and Dallas, Tex.)—Every Saturday. Agricultural. Es-

ALABAMA

tablished 1886. The Progressive Farmer Co., publishers. Subscription, \$1; circulation—sworn average for first six months, 1914, 167,130*; 16 to 48 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close Thursday preceding week. Publication office, 1702 Fourth Ave., Birmingham, Ala.

Advertising rates, agate, 80 cts. a line, flat. (Rate includes all editions.)

SEARCHLIGHT—Every Saturday. Local. Established 1910. Howle's Iconolyst Publishing Co. (Inc.), publishers. Subscription, \$1; circulation—not given by publisher; 00 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices. Office, 310 North Seventeenth Street.

Advertising rates, 6 cts. a line; 1,000 lines on yearly contract, 5½ cts.; 2,000 lines, 5 cts.; 4,000 lines, 4½ cts.; 10,000 lines, 3 cts. a line. Position extra. Classified (25 cts. minimum), 1c. per word

GADSDEN—Population 10,557. On Coosa River, 5 railroads and interurban line. Iron and coal fields, lime-stone and moulders sand in vicinity. Numerous saw, rolling, cotton seed oil and cotton mills; furnaces, pipe and steel works. Wire, nail, car, shovel, pottery, fertilizer and wire fence factories. Big trade in lumber, grain and cotton. Annual value of manufactured products, \$2,146,000.00.

JOURNAL—Every evening except Sunday. Democratic. Established 1900. Journal Pub. Co., publishers. Subscription, \$2; sworn average circulation for year 1913, 5,508*; 4 to 10 pages, 7 columns; length of columns, 20 in.; with, 2¼ in. Can use matrices.

Advertising rates, less than 100 in., 25 cts. per in.; 100 in. or more, 15 cts. per in.; position 20% extra. Readers, 10 cts. per count line, on yearly contract, 5 cts. Classified, ½c. a word; 25 cts. minimum charge.

TIMES-NEWS—Every evening except Sunday. Democratic. Established 1867. Times-News Printing Co., publishers. Subscription, \$1.50; claimed average circulation for six months ending March 31, 1914, 5,300; 4 to 12 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 25 cts. per inch; 500 in., 20 cts. an inch; 1,000 in., 15 cts. an inch; 2,000 in., 12½ cts. an inch; 3,000 in., 10 cts. an inch. Special position, 15% extra. Reading notices, 10 cts. per line, if repeated, 5 cts. per line. Classified, 1c. a word; 25 cts. minimum.

MOBILE—Population 51,521. On Mobile River and 4 railway systems. Steamboats to interior of state as well as New Orleans and Florida. Steamers to New York, Liverpool, Central and South America, Cuba and West Indies Islands. Second largest banana shipping port in the world and the third largest cotton market in the United States. Extensive commerce in lumber, barrel staves, shingles, naval stores, tobacco, coal, fruit

ALABAMA

ALABAMA

and vegetables; cotton mills, foundries, sash and blind, bucket and broom factories. Annual value of manufactured products, \$6,250,000.00.

ITEM—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established 1888. Mobile Item Co., publishers. Subscription, \$5; sworn detailed average circulation for five months prior to June 1, 1914, 13,333* net paid; daily, 8 to 16 pages, Sunday, 28 to 64 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in.

Advertising rates, agate, 6 cts. a line; 1,000 lines, 5 cts.; 3,000 lines, 4 cts.; 5,000 lines or more, within one year, 3 cts. a line; full position (minimum 28 lines), 25% extra. Mail Order, publisher, educational, hotels and resorts, 3 cts. a line, flat. Reading notices, 20 cts. per count line; 250 lines, within one year, 15 cts.; 500 lines, 12½ cts.; 1,000 lines, 10 cts. a line. Telegraphic readers, 25 cts. a line. Classified, 1c. a word.

POST—Every evening except Saturday and Sunday; **SUNDAY MORNING**. Independent. Established 1913. The Post Publishing Co., publishers. Subscription, \$3; claimed average circulation for last six months of 1913, 9,253; 16 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line; 2,000 lines, 2½ cts.; 3,000 lines, 2 cts. per line. Resort and school rates, 2 cts. a line. Reading notices, 10 cts. a count line; 500 lines or more within one year, 5 cts. a count line. Classified, 1c. per word.

REGISTER—Every morning, including **SUNDAY**. Democratic. Established 1820. Mobile Register (Inc.), publishers. Subscription, \$7.80; circulation not given by publisher; 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, on contract, less than 1,000 lines, within one year, daily, 6 cts.; Sunday, 7 cts. a line; 1,000 lines, daily, 5 cts.; Sunday, 6 cts.; 2,500 lines, daily, 4 cts.; Sunday, 5 cts.; 5,000 lines, daily, 3½ cts.; Sunday, 4 cts. a line. Preferred position, 10 and 20% extra. Classified, 1c. a word (minimum charge, 25 cts.). Reading notices, 25 cts. a line, 500 lines and over, 15 cts. a line; (black heading counts as 2 lines).

SOUTHERN MEDICAL JOURNAL—Monthly (1st). Journal of The Southern Medical Association. Established 1907. Subscription, \$3; claimed average circulation for year 1913, 5,000; 116 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close 15th and 20th of preceding month. Office, 905 Van Antwerp Building.

Advertising rates, \$3.50 an inch; ¼ page, \$6; ½ page, \$10; ¾ page, \$18; 1 page, \$30, with discount on time contracts.

See advertisement on page 452.

MONTGOMERY—Population 38,136. On Alabama River (steamboats to Mobile) and 6 railroads. Six first-class hotels. Two country clubs, with golf courses. One of the largest jobbing centers in the South; seven fertilizer factories, manufacturing 250,000 tons annually; second largest mule market and third largest wholesale grocery in the South; cotton growing carried on quite extensively throughout the surrounding territory. Big trade in lumber, coal, iron, furniture, cotton yarn and goods, cotton seed oil, cotton presses, railroad cars and fertilizers. Seat of State Normal School for colored students and Women's College of Alabama. Annual value of manufactured products, \$10,000,000.00. Bank clearings during 1913, \$51,449,584.16. Montgomery County has 654 miles of engineer-built highways. More mileage than any other County in the United States.

ADVERTISER—Every morning, including **SUNDAY**. Democratic. Established 1828. The Advertiser Co., publishers. Subscription, daily and Sunday, \$7.80; sworn average circulation, for six months prior to April 1, 1914, daily and Sunday, 15,869* net paid; Sunday, alone, claimed, 21,854; 10 to 14 pages (Sunday, 28 to 36 pages), 7 columns; length of columns 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 7 cts. a line; Sunday, 8 cts. a line; 1,000 lines, within one year, daily, 6 cts.; Sunday, 7 cts.; 2,000 lines, daily, 5 cts.; Sunday, 6 cts.; 3,000 lines, daily, 4 cts.; Sunday, 5 cts. a line. Full position or location on Woman's or Sporting pages, 25% extra. Mail order advertising, daily, 4 cts.; Sunday, 5 cts. a line, flat; educational, resort or publishers, daily or Sunday, 5 cts. a line, flat. Pure reading notices, daily, or Sunday, nonpareil, 20 cts. a line; telegraphic readers, 50 cts. a line. Classified, daily or Sunday, 1c. per word.

ALABAMA TIMES—Every Thursday. Democratic. Established 1903. J. B. Stern, publisher. Subscription, 25 cts.; claimed average circulation for year 1913, 60,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. a line, flat. Classified, 3 cts. a word.

JOURNAL—Every evening except Sunday. Democratic. Established 1889. Horace Hood, founder. Subscription, \$5; sworn average circulation for four months ending April 30, 1914, 11,122*; 12 to 20 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, daily, agate, 6 cts. a line; 1,000 lines within one year, 5 cts. a line; 2,000 lines, 4 cts.; 5,000 lines or more, 3 cts. a line. Preferred position, extra. Classified, 1c. a word. Reading notices, 15 cts. a line, with discount on 100 lines or more. Black

You must bear in mind that this is merely a "rate book." It does not show our capabilities as Advertising Agents, nor what our service really means to the advertiser.

ALABAMA

type locals, 20 cts. a line; telegraphic readers, 50 cts. a line.

TIMES—Every evening except Sunday. Democratic. Established 1903. J. B. Stern, publisher. Subscription, \$3; sworn average circulation for six months prior to April 1, 1914, 7,560; 6 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, one inch, one time, 75 cts. Open space, 100 in. within twelve months, 42 cts.; 200 in. 35 cts; 500 in. 28 cts.; 1,000 in. or more, 21 cts. an inch. Preferred position, 15% extra. Classified (6 words to line), 1c. a word (minimum charge, 25 cts.); 25 words three consecutive times, 50 cts.; seven times, \$1; thirty times, \$3.75. Reading notices, 15 cts. a line.

OPELIKA—Population 4,734. 3 railroads. In center of a most excellent grain and cotton

ALABAMA

growing district. Industries include cotton seed oil mills, cotton and fertilizer factories. Annual value of manufactured products, \$1,200,000.00.

NEWS—Daily except Sunday. Established 1888. Democratic. Wear & Wilson, publishers. Subscription, \$2; claimed average paid in advance circulation for year ending March 31, 1914, 3,440; 4 to 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, full position, less than 100 in., set matter, 30 cts. an inch; electros, 25 cts.; additional space at 25, 20 and 15 cts. for set matter and 20, 15 and 12 for electrotyped matter. Readers same as display. Classified (minimum 25 cts.), 1c. per word. For run of paper position, 20% discount.

ARIZONA

PHOENIX—Population 11,134. 3 railroads. Distributing point for big territory. Devoted to farming, grazing, mining, cotton growing, Ostrich raising, etc. Building permits during year 1913, \$1,577,284.00; for first four months 1914, \$386,876.00. Bank clearings for first four months 1914, \$10,760,532.86.

GAZETTE—Every evening except Sunday. Independent Democratic. Established 1880. Gazette Printing Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April 1, 1914, net paid, 6,544*; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line, flat. Special position, 25% additional. Reading notices, 10 cts. a line. Classified, 1c. a word.

See advertisement on page 442.

PROGRESSIVE FARMER AND HOME BUILDER—Monthly, Agricultural and Home. Established 1910. Circulation—not given by publisher; 16 to 24 pages, 4 columns; length of columns, 12½ in. Can use matrices.

Advertising rates, 10 cts. a line; 500 lines, 5% discount; 1,000 lines, 10%; 2,000 lines, 15% discount.

REPUBLICAN—Every morning. Republican. Established 1890. Arizona Pub. Co.,

publishers. Subscription, \$9; sworn average circulation for six months prior to April 1, 1914, 6,820* gross; 6,104* net paid; 10 to 14 pages, daily, 16 to 24 pages, Sunday, 7 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, transient, 50 cts. an inch; on contract, 35 cts. an inch. Preferred position, 25% additional. Reading notices, 20 cts. a line. Classified, 1c. a word.

TUCSON—Population 13,193. 3 railroads. Surrounded by excellent stock raising and farming section. Has extensive trade in hides, wool and metal. Copper, silver and gold mines; also has railroad repair shops. Seat of University of Arizona. Annual value manufactured products, \$450,000.00. Cattle shipments during 1913, \$900,000.00. Bank clearings during 1913, approximately \$35,000,000.00.

CITIZEN—Every evening except Sunday. Established 1870. Republican. Tucson Printing & Publishing Co., publishers. Subscription, \$7; average circulation for 1913, 3,500; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch, matrices, 22 cts.; plate matter, 20 cts. an inch, flat. Readers 10 cts. per line. Classified, 1c. per word.



ARKANSAS

FORT SMITH—Population 23,975. On Arkansas River, 6 railroads. Big jobbing center, coal mining, natural gas, truck farming, has cotton gins, cotton compress, cotton seed oil, saw mills, refrigerator, broom, excelsior, brick, wagon, cigar, furniture, wheelbarrow and clothing factories and stove works. Syrup Plant to cost \$200,000.00 now under way of construction and High School building just completed at a cost of \$500,000.00. Jobbing business, \$50,000,000.00. Annual value of manufactured products, \$40,000,000.00. Bank clearings during 1913, \$150,000,000.00.

OZARK FRUIT AND FARMS—Monthly (1st). Agricultural and Horticultural. Established 1912. Ozark Journal Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 30,000; 20 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close 20th of preceding month.

Advertising rates, agate, 15 cts. a line; on contract, 15% discount.

SOUTHWEST AMERICAN—Every morning except Monday. Democratic. Established 1907. W. E. Decker, publisher. Subscription, \$5; sworn average circulation for six months prior to Apr. 1, 1914, 9,669* net (10,155* gross), 8 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 42 cts. an inch; 100 in., 35 cts.; 250 in., 30 cts.; 400 in., 28 cts.; 500 in., 27 cts.; 750 in., 26 cts.; 1,000 or more in., 25 cts. an inch. Mail order advertising, 28 cts. an inch, flat. Special rate for colleges, 15% discount. Preferred position, 15 and 25% extra. Reading notices, 15 and subsequent insertions, 8 cts. a line; telegraphic readers, 30 cts. a line. Classified, 1c. a word.

See advertisement on page 448.

TIMES-RECORD—Every evening except Saturday. SUNDAY MORNING. Independent Democratic. Established 1882; The Times-Record Co., publishers. Circulation—not given by publisher; 8 to 32 pages, 7 columns; length of columns, 20¾ in.; width 2½ in. Can use matrices.

Advertising rates, 42 cts. an inch; 2 times, 41 cts.; 3 times, 40 cts.; 4 times, 39 cts.; 5 times, 38 cts.; 6 times, 37 cts.; 7 times, 36 cts. and 1c. an inch less per time up to and including 13 times; additional insertions above thirteen, 30 cts. an inch; 250 in. within one year, 27 cts.; 500 in., 26¼ cts. Reading notices, brevier, 15 cts. a count line; 1,000 lines or more, 15 cts. a line. Classified, 1c. a word first time; ½c. each subsequent consecutive insertion.

HOT SPRINGS—Population 14,434. 3 railroads. Health resort. Contains about 75 hot springs, celebrated for the cure of chronic

diseases. Lead and silver deposits and fine oil stone used in the manufacture of whetstones. Saw and planing mills, ice factory and smelters.

ARKANSAW THOMAS CAT—Every Sunday. Literary. Hotel and Resortdom. Established 1890. J. Davis Orear, editor and proprietor. Subscription, \$2; circulation—not given by publisher; 52 pages, 1 column; length of column, 5 in.; width, 4½ in.

Advertising rates, 1 inch, one month, \$2; three months, \$5. Special rates by the year.

HUNTINGTON—Population 1,700. Located 30 miles from Ft. Smith, on St. L. & San Francisco Railroad. Oil and gas wells, also coal mines abound throughout the surrounding territory.

SOUTHERN WORKER—Monthly (20th). Socialist. Established 1908. Herald Publishing Co., publishers. Subscription, 50 cts.; sworn average circulation for six months ending July 1914, 30,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Cannot use matrices. Forms close 10th.

Advertising rates, 10 cts. a line, flat.

LITTLE ROCK—Population 45,941. On Arkansas River and 3 railroad systems, having ten lines out of city and one independent short line. Three railroad machine shops, and other industries are fertilizer, wood working, stave heading and cooperage plants; furniture, handle, candy, harness and saddlery factories; oil refineries, cotton seed oil mills. State Capital, State Penitentiary, State Reform School, State Hospital for Nervous Diseases, State School for Blind, State Deaf Mute Institute, State Law and Medical College, Insane Asylum, Colored Baptist College and three Commercial Colleges located here. Board of Trade with daily call market and annual grain and cotton business of \$26,382,906.00. Freight receipts during 1913, 53,612 cars and shipments 55,411. Recorded real estate sales 4,599, aggregating \$5,782,788.00. Annual value of manufactured products, \$65,412,000.00, and annual merchandise commerce, \$80,716,000.00. Bank clearings during 1913, \$115,733,734.28.

ARKANSAS BAPTIST—Every Wednesday. Baptist. Established 1905. The Baptist Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for year 1913, 8,000*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ inches.

Advertising rates, 80 cts. an inch, with discount of 5, 10, 15 or 20% for 10, 50, 200 or 500 in. space.

ARKANSAS FARMER AND HOMESTEAD—Twice-a-Month. (1st and 15th). Agricultural. Established 1899, Herbert H.

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Bowden, publisher. Subscription, 50 cts.; claimed average circulation, for year 1913, 35,000; 16 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in. Can use matrices. Forms close 10th and 25th.

Advertising rates, agate, \$2.10 an inch.

BAPTIST ADVANCE—Every Thursday. Baptist. Established 1902. Advance Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for year ending 1913, 6,195; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, 62 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

DEMOCRAT—Every evening except Sunday. Democratic. Established, 1871. Elmer E. Clarke, publisher. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 12,548* net paid; 10 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line. Open space, within one year, 1,000 lines. 5 cts. a line; 2,000 lines, 4 cts.; 3,000 lines, 3 cts.; 5,000 lines or more, 2½ cts. a line. Position, 25% extra. Classified, 1c. a word; (minimum, 25 cts.). Reading notices, 15 cts. per count line with discount on 1,000 lines or more; telegraphic readers, 50 cts. a line.

GAZETTE—Every morning, including SUNDAY, and SEMI-WEEKLY, Tuesday and Friday. Democratic. Established, 1819. Gazette Publishing Co., publishers. Subscription, daily, \$6.50; Sunday, \$2; Semi-Weekly, \$1; sworn average circulation for six months prior to April, 1914, daily and Sunday, 22,677* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 4 cts. a line, flat. Sunday, 5 cts. per line, flat. Preferred position, 10 and 25% extra. Classified, 1c. a word first insertion; 3 insertions the price of two. Reading notices, 25 cts. a line; 500 lines, 15 cts. Telegraphic readers, 50 cts. per count line. Weekly rates, 3 cts. per agate line. Reading notices same as daily.

See advertisement on page 486.

WESTERN METHODIST—Every Thursday. Methodist Episcopal, South. Established 1881. Anderson, Millar & Co., publishers. Subscription, \$1.50; sworn detailed average circulation for six months ending April 30, 1914, 13,570*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates \$1.20 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

MAGNOLIA—Population 2,045. Located on Louisiana & Northwestern Railroad, in a fertile agricultural and lumbering district, being a shipping point for cotton and other

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products. Other industries are cotton compress; grist, saw and cotton seed oil mills, wheelbarrow and ice factories.

LIBERATOR—Every Thursday. Anti-Roman Catholic. Established 1912. Columbia Publishing & Printing Co. publishers. Subscription 50 cts. Detailed average circulation as per statement under date of March 1, 1914, 14,852*; 4 pages, 6 columns; length of columns 19½ in.; width, 2½ in. Can use matrices. Forms close 10 days in advance.

Advertising rate, 10 cts. a line, flat.

PINE BLUFF—Population 15,102. On Arkansas River. 4 railroads. Grist, planing and cotton seed oil mills; cotton gins and compresses. The Cotton Belt railroad shops are located here. Extensive shipments of cotton, hardwood and pine lumber. Seventy-eight manufacturing concerns in operation and twenty-three wholesale houses.

GRAPHIC—Every morning except Monday, including Sunday, which is used as a weekly edition. Democratic. Established 1886. Adams Printing Co., publishers. Subscription, daily, \$7.50; Sunday—Weekly, \$2; average circulation for six months prior to April 1, 1914, 4,291* net paid. Daily, 8 pages; Sunday, 16 pages; Daily and Sunday, 6 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 100 in. within one year, 22 cts.; 300 in., 20 cts.; 500 in., 18 cts.; 750 in., 16 cts.; 1,000 in., 15 cts. an inch. Readers, brevier, 10 cts. a line; boldface brevier, 15 cts. a line. Classified, 1c. per word.

TEXARKANA (Ark.-Tex.)—Population 18,000. Located in the pine timber region, on Arkansas and Texas state line; thirty miles from Louisiana and Oklahoma lines in Texas. Eight lines of railroad. An extensive trade center. Cotton seed oil mills; cotton compresses; saw and planing mills; machine, boiler and car shops; potteries; ice, window glass, casket and furniture factories and corrugated iron culvert works. Six Banks with deposits aggregating \$6,000,000.00.

FOUR STATES PRESS—Every morning except Monday. Democratic. Established 1875. Courier Publishing Co., publishers. Subscription, \$6.50. Claimed average circulation for 1913, 4,500. Daily, 8 pages; Sunday, 20 pages; Daily and Sunday, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 17½ cts. an inch. Preferred position, 20% additional. Readers (local), 10 cts. a count line; 500 lines within one year, 8 cts.; 1,500 lines, 6 cts.; 2,500 or more lines, 5 cts. per count line. Telegraphic readers, 25 cts. a line. Classified, 1c. per word.

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BAKERSFIELD—Population 12,727. Located 100 miles northwest of Los Angeles on Southern Pacific and Atchison, Topeka & Santa Fe Railroad System. Surrounded by large orange groves; oil fields and gold mines also in vicinity. An extensive shipping point for fruit, grain, cattle, wool and hides. Other industries are railroad shops, wagon works and flour mills.

CALIFORNIAN—Every Evening except Sunday. Democratic. Established 1866. Alfred Harrell, editor and publisher. Subscription \$5. Sworn average circulation for six months prior to April 1, 1914, 5,017* net paid; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; guaranteed position, 15 or 25% extra. Readers, 5 cts. a line; black face type, 10 cts. a line; classified, 2 cts. a line.

ECHO—Every morning including SUNDAY. Republican. Established 1879. Echo Publishing Co. (Inc.), publishers. Subscription, daily, \$5; Sunday, \$2; claimed average circulation for six months ending June, 1914, daily and Sunday, 4,500; daily, 10 to 16 pages; Sunday, 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch, flat. Special position, 10 and 25% extra. Reading notices, 10 cts. a count line. Classified, 2 cts. a line.

BERKELEY—Population 40,434. On San Francisco Bay opposite San Francisco. 2 railroads. Manufactures Linseed oil, carbonic gas, fuses, starch, shoes, wire nails, player pianos, organs, ink, furniture, has large soap works. Sash, door and planing mills. Seat of University of California and State Institute for the Deaf and Blind. Berkeley Bible Seminary and five other religious academies. California School of Arts and Crafts. Annual value of manufactured products, \$10,000,000. Eight Banks, with combined resources of \$12,000,000.00; deposits, \$9,000,000.00.

GAZETTE—Every evening except Sunday. Republican. Established 1877. Berkeley Gazette Publishing Co., publishers. Subscription, \$4.20; sworn average circulation for year ending April, 1914, 6,871* net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; one week, 25 cts.; one month, 20 cts.; three months, 18 cts.; six months, 17 cts.; one year, 15 cts. an inch, per time; 250 in. within one year, 35 cts. an inch; 600 in., 30 cts.; 1,200 in., or more, 25 cts. an inch. Special position or for advertisements on last page, 25% additional; readers on first page, 100% additional. Star

locals, 10 cts. a line; subsequent insertions, without change, 5 cts. a line; local brevities, 25 cts. a line. Classified, 20 words or less, one time, 25 cts., with discount for continued insertions.

FRESNO—Population 24,892. 2 railroads. Raisin and wine making, fruit packing and shipping, planing, flour mills, machine and carriage shops, creameries, soap works and ice factories. Very large trade in wine, grain, live stock and fruit. Bank clearings during 1913, \$26,821,930.45.

HERALD—Every Evening except Sunday. Independent. Established 1895. N. J. Levinson, editor and owner. Subscription, \$4.80. Sworn average circulation for six months prior to April 1, 1914, 5,086* net paid; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; 100 in., 35 cts.; 250 in., 30 cts.; 500 in., 27 cts.; 1,000 in., 24 cts.; 3,000 in., 21 cts.; 5,000 in., 18 cts. an inch. Special position, 10 and 25% extra. Reading notices, first insertion, 10 cts. a line; subsequent insertions, 5 cts. a line. Classified, first insertion (15 cts. minimum), 1c. per word; subsequent insertions, ½c. per word.

REPUBLICAN—Every morning including SUNDAY. Progressive. Established 1888; The Fresno Republican Publishing Co., publishers. Subscription, daily and Sunday, \$7.20; sworn average circulation for year 1913, net 18,764*; for first five months 1914, 19,671*; 8 to 42 pages, 7 columns; length of columns, 21 2/7 in.; width, 2½ in. Can use matrices.

Advertising rates, 6½ cts. a line. Open space, within one year, 1,400 lines, 5½ cts. a line; 2,800 lines, 3½ cts.; 7,000 lines, 3¼ cts.; 14,000 lines, and over, 3 cts. a line. Preferred position, 15 and 25% extra. Classified, 1c. a word; one week, 5 cts.; one month, 20 cts. Reading notices, 15 cts. a line first insertion; 10 cts. second and third; 5 cts. subsequent insertions; headline counts double.

LONG BEACH—Population 17,809. Located 20 miles South of Los Angeles on Southern Pacific and San Pedro, Los Angeles and Salt Lake Railroads. A noted health and pleasure resort. Principal industries are, shipbuilding plant; woolen mill and numerous small manufacturing concerns. Bank clearings during 1913, approximately, \$1,500,000.00.

PRESS—Every evening except Sunday. Independent. Established 1888. Tribune Press Publishing Company, publishers. Subscription, \$5, sworn average circulation for six months prior to April, 1914, 4,211* net paid; 8 to 16 pages, 8 columns;

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length of columns, 20 in.; width, 2 $\frac{1}{4}$ in. Can use matrices.

Advertising rates, 42 cts. an inch; 100 in. within one year, 35 cts.; 200 in., 30 cts.; 300 in., 28 cts.; 400 in. or more, 25 cts. an inch. Readers, 10 cts. a line. Classified, 6 cts. a line.

TELEGRAM—Every evening except Sunday. Republican. Established 1904. Long Beach Daily Telegram Co. (Inc.), publishers. Subscription, \$5; sworn average circulation for six months ending June, 1914, 4,376* net paid; 10 to 16 pages, 8 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices.

Advertising rates, 40 cts. an inch; subsequent insertions, 30 cts. an inch; on yearly contract, 500 in., 25 cts.; 1,000 in., 22 cts. an inch. Readers, 10 cts. a line; 1,000 lines within one year, 7 cts. a line. Classified, 6 cts. a line.

LOS ANGELES—Population 319,198. Equable climate. Steamers to San Francisco. 3 railroads. Commercial metropolis of southern California; has \$28,000,000 Aqueduct and deep water harbor and docks, in excellent fruit growing country, with large orange groves and vineyards; exports fruits, raisins, wool, wine; petroleum and gold in vicinity. Favorite health resort. 726 miles paved boulevards and 55,000 Automobiles in Los Angeles County. Seat of University of Southern California, State Normal Catholic, Baptist and Presbyterian. Bank clearings during year 1913, \$1,211,168,989.00. Annual value of manufactured products, \$110,000,000.00. Annual value of agricultural products, citrus fruits, minerals and oil in territory immediately contiguous to Los Angeles, \$317,108,306.00. Postoffice receipts during 1913, \$2,152,759.00.

AMERICAN GLOBE—Monthly. Financial. —Investments. Established 1903. Wm. J. Schaeffe, publisher. Subscription, \$1; claimed circulation for year 1913, 10,000; 16 pages, 4 columns; length of columns, 12 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Office, International Bank Building.

Advertising rates, \$3 an inch; six months, \$2.50; one year, \$2 an inch per insertion. Reading notices, \$1 a line, with discount on six months and longer. Classified, 20 cts. a line.

AMERICAN THEOSOPHIST—Monthly. Theosophical. Established 1909. American section of the Theosophical Society, publishers. Subscription, \$1; circulation—not given by publisher; 72 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Cannot use matrices. Forms close 17th of preceding month. Office, Krotana, Hollywood, Los Angeles, Calif.

Advertising rates, \$1 an inch; full page (224 lines), \$15; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ page pro rata.

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CALIFORNIA CULTIVATOR—Every Friday. Agricultural. Established 1889. Cultivator Publishing Co., publishers. Subscription, \$1; guaranteed average circulation from July 1, 1914, 22,000; 24 to 32 pages, 4 columns; length of columns, 13 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Office, 115-117 North Broadway.

Advertising rates, agate, 11 cts. a line, flat. Special position, 15% extra. For combination rate, see Associated Farm Papers, Chicago, Ill.

CALIFORNIA MEDICAL AND SURGICAL REPORTER—Monthly. Medical and Surgical. Established 1900. California Medical & Surgical Reporter Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,500; 34 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 15th preceding month. Office, 355 South Broadway.

Advertising rates, $\frac{1}{4}$ page, one time, \$15; $\frac{1}{4}$ page, \$20; $\frac{1}{2}$ page, \$30; one page, \$50. Reading notices, 50 cts. a line.

CALIFORNIA OUTLOOK—Every Saturday. Progressive. Established 1906. California Outlook Company, publishers. Subscription, \$2; claimed average circulation for year 1913, 5,000; 20 to 24 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{2}$ in. Cannot use matrices. Forms close Tuesday night. Office, 508 Lissner Building.

Advertising rates, \$1.25 an inch with discount for time and space; $\frac{1}{4}$ page (10 in.), \$10.25; $\frac{1}{2}$ page, \$15.00; full page, \$28.00; double truck, \$50.00; inside front or back cover, \$50.00.

CALIFORNIA SOCIAL DEMOCRAT—Every Saturday. Socialist. Established 1911. Socialist Party of California, publishers. Subscription, \$1; claimed average circulation for year 1913, 6,000; 8 pages, 7 columns; length of columns, 19 $\frac{1}{4}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices.

Advertising rates, 60 cts. an inch; on contract, 50 cts.; 100 in. within one year, 50 cts.; 200 in., 45 cts.; 500 in., 40 cts.; 1,000 in., 30 cts. an inch. Readers, 10 cts. a line; 500 lines, 7 cts.; 1,000 lines, 5 cts. a line.

CALIFORNIA VOICE—Every Thursday. Prohibition. Established 1884. The Voice Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 8 pages, 4 columns; length of columns, 13 in.; width, 2 $\frac{1}{4}$ in. Cannot use matrices. Office, Second and Spring Streets.

Advertising rates, 25 cts. an inch.

CITIZEN—Every Friday. Labor. Established 1901. Union Labor News Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 8,000; 12 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Office, 203 New High Street.

Advertising rates, 60 cts. an inch; on contract, 50 cts. an inch; 200 in., 45 cts.; 18 in.

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or more each week, for one year, 30 cts. Reading notices, 10 cts. a line, with discount on 500 lines and over.

EVERYMAN—Monthly (20th). Radical. Established 1904. Golden Press, publishers. Subscription, \$1.50. Claimed average circulation for year 1913, 6,000; 40 pages, 2 columns; length of columns, $9\frac{1}{2}$ in.; width, 3 in. Cannot use matrices. Forms close 10th of month. Office, 516 American Bank Building.

Advertising rates, \$1.50 an inch; full page, \$25.

EXAMINER—Every morning including SUNDAY. Independent. Established 1903. W. R. Hearst, proprietor. Subscription, daily and Sunday, \$8. Claimed average circulation for year ending April 30, 1914, daily, 79,499; Sunday, 142,358; daily, 24 to 36 pages; Sunday, 112 to 148 pages, 8 columns; length of columns, 20 in.; width, $2\frac{1}{8}$ in. Can use matrices.

Advertising rates, daily, 15 cts. a line; 500 lines within one year, 14 cts.; 1,000 lines, 13 cts.; 3,500 lines, 12 cts.; 7,000 lines, $11\frac{1}{2}$ cts.; 10,000 lines, 11 cts.; 14,000 lines, $10\frac{1}{2}$ cts.; 20,000 lines, 10 cts. a line. Sunday, when daily is also used, 50% additional. Sunday, only, stated time, 25 cts. a line, 2 times or 500 lines, 24 cts.; 4 times or 1,000 lines, 22 cts.; 13 times or 3,500 lines, 20 cts.; 26 times or 7,000 lines, 19 cts.; 39 times or 10,000 lines, 18 cts.; 52 times or 14,000 lines, 16 cts. Preferred position, 15, 25 or 33 $\frac{1}{3}$ % extra. Double column advertisements must be not less than 42 lines deep. Strictly mail order advertising, 12 cts. a line; Sunday, 18 cts. a line, flat. Classified (8 words to the line), daily, 1c. a word; Sunday, $1\frac{1}{2}$ c. a word (minimum charge, 25 cts.); business personals, daily, 3 cts. a word; Sunday, 4 cts. a word; baths, manicure, medical daily or Sunday, 7 cts. a word. Reading notices, agate, 35 cts. a line; agate top head (head counts 2 lines), 40 cts. a line; nonpareil (head counts 2 lines), 50 cts. a line; minion (head measured in minion), 75 cts. a line; first page, agate, \$2 a line; nonpareil, \$3 a line. All readers have a mark attached.

EXPRESS—Every evening except Sunday. Independent. Established 1871. Evening Express Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April 1, 1914, 54,082* net paid; 16 to 24 pages, 8 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 719-21 South Hill Street.

Advertising rates, agate, 15 cts. a line; 14 lines, 26 times, 10 cts.; 52 times, 9 cts.; 78 times, $8\frac{1}{2}$ cts.; 156 times, $7\frac{1}{2}$ cts.; 312 times, 7 cts. a line, per time. Open space within one year, 1,400 lines, 10 cts. a line; 4,200 lines, $9\frac{1}{2}$ cts.; 7,000 lines, 9 cts.; 14,000 lines, $8\frac{1}{2}$ cts.; 21,000 lines, 8 cts. a line. Preferred positions (minimum space 2 in.), 10 and 25% extra. Classified, 6 cts. a line (minimum 2 lines). Reading notices, 50 cts. per line; city brevities, 25 cts. Telegraph reading

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notices, \$2.00 per count line; 5, 10 or 20% discount on 500, 1,000 or 3,000 line contracts.

GRIZZLY BEAR—Monthly. Historical for State of California. Established 1907. Grizzly Bear Publishing Co. (Inc.), publishers. Subscription, \$1; claimed average circulation for year 1913, 11,566; 32 pages, 3 columns; width of columns, $2\frac{7}{8}$ in. Forms close 20th preceding month.

Advertising rates, one inch, \$2.50. Discounted on 4 or more consecutive insertions. Classified, 25 cts. per nonpareil line.

HERALD—Every evening except Sunday. Independent. Established 1873. Evening Herald Co., publishers. Subscription, 25 cts. a month; sworn detailed average circulation for six months prior to April 1, 1914, 104,871* net paid; 24 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, Chamber of Commerce Building.

Advertising rates, agate, 20 cts. a line; on yearly contract 13 times or 500 lines, 17 cts.; 26 times or 1000 lines, 16 cts.; 52 times or 2,500 lines, 15 cts.; 78 times or 5,000 lines, 14 cts.; 104 times or 10,000 lines, 13 cts.; 156 times or 15,000 lines, 12 cts. a line. Position next to reading, 15%—or full position (three in. minimum), 25% extra. Double column advertisements must be at least 2 in.; triple columns, 4 in.; four columns, 6 in.; five columns, 7 in.; six columns, 8 in., and seven or eight columns, 10 in. deep. Reading notices (head counts two lines), 50 cts. a line; 500 lines, 35 cts.; 1,000 lines, 25 cts. a line; telegraphics, \$1 a line. Classified, 1c. a word (minimum, 2 lines, 15 cts.).

See advertisement on pages 478 and 479.

McKELVIE'S MEGAPHONE—Monthly. Legal, industrial and political (non-partisan). Established 1905. Otis A McKelvie, editor and publisher. Life subscription, \$5; circulation, not given by publisher; 16 to 48 pages, 3 columns; length of columns, 10 in.; width, $3\frac{1}{4}$ in. Can use matrices. Office, 522-23 Chamber of Commerce Building.

Advertising rates, \$1 per inch; readers, 2 cts. per word. Classified, 1c. per word.

MOTOR WEST—Semi-monthly (1st and 15th). Established 1906. Frederic Pabst, publisher. Subscription, \$1; claimed average circulation for year 1913, 6,200; 52 pages, 2 columns; length of columns, $9\frac{3}{4}$ in.; width, $3\frac{1}{4}$ in.

Advertising rates, full page, \$60; $\frac{1}{2}$ page, \$35; $\frac{1}{4}$ page, \$20; $\frac{1}{8}$ page, \$12.

OUT WEST—Semi-monthly. Literary. Established 1894. Out West Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 50,000; 100 to 128 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 5th and 15th of preceding month. Office, 218 New High Street.

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Advertising rates, agate, 45 cts. a line; one inch, \$5.70; 2 in. or more, \$4.80 an inch; one page, one time, \$60; $\frac{1}{4}$ and $\frac{1}{2}$ pages pro rata. 5, 10 and 20% discount on 3, 6 and 12 months respectively. Minimum charge, \$2.

PACIFIC COAST BUREAU—See advertisement on pages 478 and 479.

PACIFIC POULTRY CRAFT—Monthly. Poultry and pigeons. Established 1895. Pacific Poultry Craft Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 10,387; 40 to 76 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in.

Advertising rates, \$1 an inch each insertion.

PACKER. See Kansas City, Mo.

PULLMAN CURRENT TOPICS—Monthly (15th). Pullman Service and Employees. Established 1913. Pullman Current Topics Publishing Company, publishers. Subscription, \$0.00; circulation—not given by publisher; 20 to 30 pages, 2 columns; length of columns, $8\frac{3}{4}$ in.; width, $3\frac{1}{2}$ in. Can use matrices. Forms close 30th of month preceding. Office, 200 New High Street.

Advertising rates, full page, \$60; $\frac{1}{2}$ page, \$40; $\frac{1}{4}$ page, \$24; $\frac{1}{8}$ page, \$15, with discounts on 3, 6 or 12 months contract.

RECORD—Every evening except Sunday. Independent. Established 1895. Record Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April 1, 1914, 37,446* net paid; 8 to 16 pages, 8 columns; length of columns, 20 in.; width, 2 in. Can use matrices. Office, 612 Wall Street.

Advertising rates, agate, 7 cts. a line; full position, 8 cts.; 2,500 lines, $6\frac{1}{2}$ cts.; full position, $7\frac{1}{2}$ cts.; 5,000 lines or more, to be used within one year or not less than 6 in. a week for 52 weeks, 6 cts. a line; full position, 7 cts. (minimum space for position, 2 in.) Classified, 1c. per word. Notices, following pure reading, 20 cts. a line. Resorts, publishers, school and colleges, 6 cts. a line.

TIMES—Every morning including SUNDAY. Independent Republican. Established 1881. Harrison Gray Otis, publisher. Subscription, daily and Sunday, \$9; Sunday only, \$3.50; sworn average circulation, daily, year ending April 30, 1914, 59,712* net; Sunday, 90,343* net; daily 20 to 34 pages. Sunday, 148 to 160 pages, 7 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, First Street and Broadway.

Advertising rates, daily, agate, 14 lines or more, 14 cts. a line each insertion; Sunday, 18 cts. a line; 2,000 lines, within one year, daily 12 cts. a line; Sunday, 15 cts.; 5,000 lines, daily, 11 cts.; Sunday, 14 cts.; 7,000 lines daily, 10 cts.; Sunday, 13 cts. a line; mail order, schools, colleges and hotels, daily, 12 cts.; Sunday, 15 cts. a line. Sunday, magazine section (columns 15 ems pica wide), $\frac{1}{8}$ higher than regular rate. Preferred position, 15 and

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$33\frac{1}{3}\%$ extra. (Minimum for full position, 4 in.). Reading notices, daily or Sunday, 25 cts. a line, solid agate; leaded, 30 cts. Pure reading matter, 50 cts. a line. Classified, ordinary, daily, 1c. a word; Sunday, $1\frac{1}{2}$ cts. a word.

TRIBUNE—Every morning including SUNDAY. Independent. Established 1911. Los Angeles Tribune Co., publishers. Subscription, \$3.60; sworn average circulation for six months prior to April 1, 1914, 60,624* net paid; 16 to 70 pages, 8 columns; length of columns, 20 in.; width, $12\frac{1}{2}$ ems.

Advertising rates, agate, daily or Sunday, 15 cts. a line; on yearly contracts, 1,000 lines, 14 cts.; 2,500 lines, 12 cts.; 5,000 lines, 9 cts.; 10,000 lines, $8\frac{1}{2}$ cts. a line. Mail order, 12 cts. a line. Preferred positions (28 lines minimum) 10 and 25% extra. Reading notices, 25 cts. a count line; telegraphic readers, \$1 a count line; classified, 1c. per word.

WEST COAST MAGAZINE—Monthly. Literary. Established 1906. Grafton Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 13,000; 64 pages, 3 columns; length of columns, 12 in.; width, $2\frac{1}{2}$ in. Forms close 1st preceding month. Office, 223 East 4th Street.

Advertising rates, agate (minimum 1 inch), 30 cts. a line. $\frac{1}{4}$ page, \$17.50; $\frac{1}{2}$ page, \$32; $\frac{1}{8}$ page, \$40; $\frac{1}{16}$ page, \$55; 1 page, \$90. Discount 5 or 10% on 6 or 12 month contracts.

WESTERN EMPIRE (The)—Monthly. Rural Home. Horticulture. Established 1900. Western Empire Publishing Co., publishers. Subscription, 50 cts.; detailed average circulation for year 1913, 44,490*; 20 pages, 4 columns; length of columns, 15 in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 21st of each month preceding issue. Office, 929 So. Figueroa St.

Advertising rates, 25 cts. a line, with discount for time and space.

MOUNTAIN VIEW—Population 1,161. Southern Pacific R. R. Devoted to small orchards; big shipping point for peaches, prunes, apricots and other fruits. General fruit country.

SIGNS OF THE TIMES—Every Wednesday. Seventh-day Adventist. Established 1874. Pacific Press Publishing Association, publishers. Subscription, \$1.75. Claimed average circulation for year 1913, 17,081; 16 pages, 3 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in.

Advertising rates, \$3.50 an inch each insertion.

SIGNS OF THE TIMES MAGAZINE—Monthly. Seventh-day Adventists. Established 1909. Subscription, \$1; claimed average circulation for year 1913, 37,292; 48 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{4}$ in.

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Advertising rates, \$3.50 an inch; one page, \$56; $\frac{1}{4}$ and $\frac{1}{2}$ pages pro rata. Discount on 3 months and longer.

OAKLAND—Population 150,174. On San Francisco Bay opposite San Francisco and connected with it by four ferry systems. It is the Western Pacific Coast Terminal of Southern Pacific, Western Pacific and Santa Fe railroads; likewise the "Lincoln Highway." Manufactures include ship yards, iron works, steel works, planing mills, cotton and flour mills, paint works, tanneries, grain elevators, canneries, furniture, shoe and shirt factories, 1,250 enterprises in all. Seat of Oakland College of Medicine and Surgery, Pacific Theological Seminary and Lutheran Seminary. Pre-eminently a city of homes and schools. Also maintains a \$2,000,000.00 hotel. Freight handled in harbor during 1913, 4,000,000 tons. Building expenditures during 1913, \$9,106,191.40. Post office receipts in 1913, \$483,000. Bank clearings during year 1913, \$188,730,096.55. Annual value of manufactured products, exceeding \$60,000,000.00.

ENQUIRER—Every evening except Sunday. Independent Republican. Established 1878. Enquirer Publishing Co., publishers. Subscription, \$3; circulation—claimed average for 1913, 21,637; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 416-20 Tenth Street.

Advertising rates, 5 cts. a line; preferred position, 6 cts. a line (minimum space for full position, 3 in.). Minion readers, 5 cts. a line; nonpareil readers, 25 cts. a line; italic, \$1 a line. Classified, 1c. a word.

OBSERVER—Every Saturday. Progressive-Republican. Established 1908. Observer Publishing Company (Inc.), publishers. Subscription, \$2; claimed average circulation for six months ending Jan. 1, 1914, 7,628; 20 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{2}$ in. Use matrices. Office, 470 Thirteenth St.

Advertising rates, \$2 an inch, with discounts of 5, 10 or 20% on 3, 6 or 12 months contract.

See advertisement on page 472.

TRIBUNE—Every evening except Sunday. **SUNDAY MORNING**. Independent Republican. Established 1872. Tribune Publishing Co., publishers. Subscription, daily and Sunday, \$4.50. Sworn detailed average circulation for six months ending March 31, 1914, daily and Sunday, 41,053* net paid; daily, 20 to 24 pages; Sunday, 48 to 52 pages, 7 columns; length of columns, length of columns, 21 in.; width, $2\frac{3}{4}$ in. Can use matrices. Office, 8th and Franklin Streets.

Advertising rates, daily, 13 cts.; Sunday, 16 cts. a line; on yearly contract, 26 times, 11 or 14 cts.; 52 times, 9 or 12 cts.; 104 times, 8 or 10 cts.; 156 times, 7 or 9 cts. a line, for daily or Sunday respectively; 1,000 lines, 9 or 13 cts.; 2,000 lines, 8 or 11 cts.; 3,000 lines or more, 7 or 9 cts. a line for daily

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or Sunday. Double column advertisements must be not less than 2 in. in depth. Mail order advertising, 8 cts. a line, flat, daily; 10 cts. Sunday. Preferred position, 1 or 2 cts. extra. Classified, 7 cts. a line. Reading notices, minion, 75 cts. a line; 100 lines, 50 cts.; 500 lines, 40 cts.; 1,000 lines, 30 cts. a line; nonpareil, 5 cts. a line less.

See advertisement on page 468.

WORLD—Every Saturday. Socialistic. Established 1907. Branch Oakland Socialist Party, publishers. Subscription, \$1; circulation—not given by publisher; 4 pages, 7 columns; length of columns, $19\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Office, 581 13th Street.

Advertising rates, 30 cts. an inch.

PASADENA—Population 30,291. 4 railroads. In the center of rich fruit growing district, more especially in oranges and lemons; vegetable and fruit packing, canning and shipping point. Noted winter resort and residence city. Seat of Throop College of Technology. Assessed valuation for year 1913, \$54,173,880.00. Post office receipts for 1913, \$149,466.00. Building permits for 1913, \$2,787,507.00. Bank deposits during the year 1913, \$15,000,000.00.

STAR—Every evening except Sunday. Republican. Established 1886. Chas. H. Prisk, publisher. Subscription, \$4.50. Sworn average circulation for three months ending March 31, 1914, 8,704* net paid; 14 to 36 pages; 8 columns; length of columns, 21 in.; width, $2\frac{1}{4}$ in. Can use matrices.

Advertising rates, 75 cts. an inch; 150 in., 50 cts.; 250 in., 45 cts.; 500 in., 40 cts. an inch. Special positions, 10 and 20% additional. Reading notices, 15 cts. per line. Classified, 6 cts. a line.

SACRAMENTO—Population 60,000. State Capitol. On Sacramento River and 3 transcontinental railroads. Five interurban traction lines, four competing river lines. Distributing center for agricultural valley and mining district, and shipping point of green and dried fruits, hops, nuts and citrus fruits. Manufactures include brooms, bricks, pottery, lumber, harness, saddlery, carriages, automobiles and flour; also has fruit canneries; rivet and pipe works, car and machine shops of the Southern Pacific R. R., employing 2,500 to 3,500 hands and Western Pacific R. R. Co. shops. Crocker Art Gallery located here. Bank clearings during year 1913, \$108,000,000.00.

BEE—Every evening except Sunday. Independent. Also **SATURDAY BEE**. Every Saturday. Agricultural. Established 1857. James McClatchy & Co., publisher. Subscription, daily, \$6; Saturday, \$1.50. Sworn detailed average circulation for nine months ending April 30, 1914, daily, 26,557*; Saturday, 27,677*; daily, 14 to 24 pages; Saturday, 30 to 42 pages; daily or Saturday 8

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columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Saturday, 5 cts. a line; next reading, 5½ cts. a line; full position, 6 cts. a line (minimum for full position, 3 in.). Classified, 1c. a word. Reading notices, 25 cts. a line.

LIVE STOCK AND DAIRY JOURNAL—Monthly. Live Stock, Dairy and Poultry. Established 1901. Agricultural Publishing Co. (Inc.), publishers. Subscription, 75 cts.; sworn average circulation for nine months ending April, 1914, paid in advance, 13,652*; 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 25th of preceding month.

Advertising rates, \$1.75 an inch; 48 in., \$1.61; 144 in., \$1.48; 288 or more in., \$1.33 an inch.

STAR—Every evening except Sunday. Independent. Established 1904. Sacramento Star Co., publishers. Subscription, \$4.20; sworn average circulation for six months prior to April 1, 1914, 6,963* net paid; 8 to 16 pages, 8 columns; length of columns, 21½ in.; width, 2 in. Can use matrices.

Advertising rates, agate, 2 cts. a line; full position, 2½ cts. a line; 2,500 lines, 1¾ cts. a line; full position, 2¼ cts. a line; 5,000 lines, within one year, 1½ cts. a line; full position, 2 cts. a line. Following pure reading notices, 10 cts. a line. Classified, ⅔ cts. per word. Resorts, publishers, schools and colleges, 1½ cts. a line.

UNION—Every morning including SUNDAY. Independent. Established 1851. The L. E. Bontz Publishing Co., publishers. Subscription, \$6; claimed average circulation for four months ending April 30, 1914, daily, 12,577; Sunday, 14,464; 16 to 40 pages, 7 columns; length of columns, 20 in. Can use matrices.

Advertising rates, daily or Sunday, agate, less than 1,000 lines within one year, 5 cts. a line; 1,000 lines, 4 cts.; 5,000 lines, 3 cts. a line. Position, 10 and 16⅔% extra. Classified, 1c. a word. Reading notices, per count line, 25 cts.; subsequent insertions, 20 cts.; 30 or more insertions, consecutively, 10 cts. a line per time; not consecutively, one month or longer, 15 cts. a line; pure reading, double price; telegraphic readers, 75 cts. a line.

SAN DIEGO—Population 39,578. On San Diego Bay. Fine harbor, ocean steamer lines; takes care of vast European and Oriental shipping interests, exports, lumber, olives, olive oil, dried fruits, cotton, oranges, lemons, raisins, hides, wool and honey. Building permits for year 1913, amounted to \$10,000,000.00. Bank clearings during year 1913, \$134,155,368.00. Annual value of manufactured products, including dried and canned fruits, \$50,000,000.00.

SUN—Every evening except Sunday. Independent. Established 1881. San Diego Sun

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Co., publishers. Subscription, \$3; sworn average circulation for year 1913, 14,623*; 12 to 24 pages, 8 columns; length of columns, 20 and 24 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 3 cts. a line; position, 3½ cts.; 2,500 lines, 2¾ cts.; position, 3¾ cts.; 5,000 lines or more, within one year or not less than 6 in. per week for 52 weeks, 2½ cts. a line; position, 3 cts. Classified, ⅔ cts. per word. Resorts, schools and publishers, 2½ cts. a line. Notices, following pure reading, 15 cts. a line.

TRIBUNE—Evening edition of Union, which see.

UNION—Every morning including SUNDAY and TRIBUNE every evening except Sunday. Republican. Established 1868. San Diego Union Co., publishers. Subscription, Union, daily and Sunday, \$9; Sunday only, \$2; Tribune, \$4; sworn average circulation for six months prior to April 1, 1914, morning and evening combined (Sunday excluded), 23,308* net paid. Sunday, 18,105* net paid. Union 12 to 24 pages; Tribune 8 pages. Union and Tribune 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, combined morning and evening (Sunday not included), 8 cts. a line; 52 insertions or 1,000 lines within twelve months, 7 cts.; 104 insertions or 500 lines, 6 cts.; 156 insertions or 10,000 lines, 5 cts. a line. Classified (minimum 50 cts.), 9 cts. a line. Sunday, display, 8 cts. a line; 1,000 lines within twelve months, 6 cts.; 5,000 lines, 5 cts.; 10,000 lines, 4 cts. a line. Classified (minimum 25 cts.), 5 cts. a count line. Special position in either edition, 15 or 25% extra. No extra charge for broken columns, however, 2, 3, 4, 5, 6, 7 or 8 column ads must be 2, 4, 6, 7, 8, 10 or 10 inches deep.

See advertisement on pages 478 and 479.

SAN FRANCISCO—Population 416,912. On San Francisco Bay. So. Pac., Santa Fe and Western Pacific Railroads. Commercial metropolis of the Pacific Coast. Ocean steamers to Alaska, Panama, South America, Philippine Islands, Australia, Asia, Mexico, Hawaii and Europe; very large domestic and foreign commerce with important fishery and whaling interests; the largest manufactures include sugar, boots and shoes, flour, cigars, canned fruit and clothing; also wire cable works, sash door and blind works, foundry and machine shops and large iron shipbuilding works; U. S. Mint and U. S. Regional Bank located here together with many institutions and attractive buildings. Annual value of manufactured products, \$133,041,000.00. Bank clearings for year 1913, \$2,624,428,825.00.

ARCHITECT AND ENGINEER OF CALIFORNIA—Monthly. Architectural. Established 1905. Architect and Engineer Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 10,500; 180 pages, 2

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columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Office, 167 Mo-nadnock Building.

Advertising rates, ¼ page, \$18; ½ page, \$22.50; ¾ page, \$36; one page, \$60. Dis-count, 20% on six months; 33% on one year.

ARGONAUT—Every Saturday. Independ-ent Republican. Established 1877. Argonaut Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 7,620 net; 16 pages, 4 columns; length of columns, 14 in.; width, 2¾ in. Office, 207 Powell Street.

Advertising rates, agate, .10714 cts. per line; alongside reading, or top of column, .125 cts. Reading notices, 25 cts. a line. Discount on 26 or more insertions or half page or over one insertion.

BREEDER AND SPORTSMAN—Every Saturday. Sporting. Established 1882. F. W. Kelley, publisher. Subscription, \$3; claimed average circulation for year 1913, 4,980; 20 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Office, Pacific Building.

Advertising rates, 1 inch, one time, \$2; one month, \$5; three months, \$13; six months, \$24.50; one year, \$41.50. Reading notices, nonpareil, 25 cts. a line; pure reading, 50 cts. per count line.

BRITISH AMERICAN—See Philadelphia, Pa.

BRITISH CALIFORNIAN—Monthly. British interests. Literary. Established 1897. C. B. Sedgwick, publisher. Subscription \$1; claimed average circulation for year 1913, 8,000; 24 pages, 3 columns; length of columns, 11½ in.; width, 2¾ in. Office, 301 Lincoln Building.

Advertising rates, \$1 an inch each insertion.

BULLETIN—Every evening except Sunday. Republican. Established 1855. R. A. Croth-ers, proprietor. Subscription, 30 cts. a month. Sworn average circulation, for six months prior to April 1, 1914, 104,767* or 96,392* net paid; 20 to 28 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices, Office, 767 Market Street.

Advertising rates, agate, 20 cts. a line; 26 times, 19 cts.; 52 times, 18 cts.; 156 times, 17 cts.; 312 times, 16 cts. Open space within one year, 2,500 lines, 19 cts. a line; 5,000 lines, 18 cts.; 7,500 lines, 17 cts.; 10,000 lines, 16 cts. a line; first page, 50 cts. a line. Preferred position, 25% extra. Double column advertise-ments must be 42 lines deep; triple column, 70 lines or four columns, 100 lines deep. New publications, 15 cts. a line. Strictly mail order advertising, 16 cts. a line; full position, 20 cts. per line. Automobile (minimum 14 lines), 52 consecutive Saturdays, 16 cts a line; week days, other than Saturday, 18 cts. Read-

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ing notices (bold face headline counts double), nonpareil, 75 cts.; agate, 50 cts. a line.

CALIFORNIA CHRISTIAN ADVOCATE—Every Thursday. Methodist. Established 1851. The Methodist Book Concern, publishers. Subscription, \$1. Claimed average circula-tion for year 1913, 9,500; 24 pages, 3 col-umns; length of columns, 11 ¾ in.; width, 2¾ in. Forms close two weeks in advance.

Advertising rates, agate, 5 cts. a line. Read-ing notices, 8 cts. a line. Special position, 20% extra. See Chicago N. W. Christian Ad-vocate for combination rate of seven Metho-dist weeklies.

CALIFORNIA COUNTRY JOURNAL—Weekly. Agricultural. Established 1884. Town and Country Journal Co., publishers. Subscrip-tion, \$1; circulation—not given by publisher; 32 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 1005 Market Street.

Advertising rates, agate, 25 cts. a line; dis-count on 500 lines, or more. Preferred posi-tion, 15% extra.

CALIFORNIA FARM AND HOME—Week-ly. Agricultural and Horticultural. Rural Life. A Magazine Section of California Coun-try Newspapers. Established 1913. Claimed average circulation for 1913, 70,000. 00 pages, 4 columns; length of columns, 15½ in.; width, 2½ in. Can use matrices. Forms close 12 days in advance. Office 268 Market Street.

Advertising rates, 21½ cts. a line, flat. Special position, 10 and 20% extra. Reading notices, one insertion, 50 cts. a line; repeat insertions, 40 cts. a line. Classified, 4 cts. per word.

CALIFORNIA FRUIT GROWER—Every Saturday. Fruit trade and Horticulture. Established 1888. H. C. Rowley, editor. Sub-scription, \$3. Circulation—not given by pub-lisher; 16 to 20 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in. Office, 460 Montgomery Street.

Advertising rates, 75 cts. an inch, flat.

CALL—Every evening except Sunday. Republican. Established 1856. The Call Publishing Co., publishers. Sworn average circulation for six months prior to April 1, 1914, 84,903*; net paid; 14 to 48 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, Market and Third Streets.

Advertising rates, agate, 24 cts. a line; 6 times or 500 lines, within one year, 23 cts.; 13 times or 1,000 lines, 22 cts.; 26 times or 2,000 lines, 21 cts.; 39 times or 3,000 lines, 20 cts.; 52 times, 19 cts.; 78 times or 4,000 lines, 18 cts.; 104 times or 5,000 lines, 17

Please let us know along what line you may desire special data. We will get it for you; and it will be without bias. How can we serve you?

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cts.; 156 times or 7,500 lines, 16 cts.; 208 times or 10,000 lines, 15 cts.; 312 times or 14,000 lines, 14 cts. Saturday issue, 25% additional. Classified, 10 cts. a line. Double column advertisements must be at least 42 lines deep; triple columns, 75 lines; quadruple columns, 100 lines. Reading notices, 50 cts. per nonpareil line; telegraphic news, \$1 per nonpareil line.

See advertisement on pages 478 and 479.

CAMERA CRAFT—Monthly. Photographic. Established 1900. Subscription, \$1. Claimed average circulation for year ending April, 1914, 12,500; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th preceding month. Office, Call Building.

Advertising rates, ½ page (one inch), one time, \$3.75; one page, \$60; ¼, ¼ and ½ pages, pro rata. Discount 10 and 20% on 6 and 12 months, respectively.

CHRONICLE—Every morning including SUNDAY. Independent. Established 1865. M. H. De Young, proprietor. Subscription, daily, with Sunday, \$8; sworn average circulation for six months prior to April 1, 1914, daily, 89,688* net paid; Sunday, exceeding 106,000; 18 pages; Sunday, 68 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, Kearney, Geary, and Market Streets.

Advertising rates, daily, agate, 22½ cts. a line; next reading, 25 cts.; full position, 27½ cts. a line. Sunday edition, 25 cts. a line; next reading, 27½ cts.; full position, 30 cts. a line. Financial page, 25 cts. a line; publishers, 20 cts. a line. Discounts as follows: 1,500 lines within one year, 2½%; 2,500 lines, 5%; 5,000 lines, 7½%; 10,000 lines 10%. Automobile or mail order, 20 cts. a line, flat; minimum space for double column advertisements, 42 lines in depth; triple column, 75 lines. (Minimum space for position, 42 lines). Classified, daily or Sunday, 15 cts. a line first insertion; 10 cts. each subsequent consecutive insertion; personals, 15 cts.; financial, medical and business opportunities, 15 cts. a line. Reading notices, daily or Sunday, news pages, in agate, with or without heading (heading counts 2 lines), 50 cts. a line; nonpareil notices, \$1; minion notices, \$1.25 per line.

COAST BANKER—Monthly. Financial. Established 1908. Coast Banker Publishing Co. (Inc.), publishers. Subscription, \$5; circulation—not given by publisher; 80 to 200 pages, 3 columns; length of columns, 1¼ in.; width, 2½ in. Can use matrices. Office, 454 Montgomery Street.

Advertising rates, \$3 an inch. Reading notices, 25 cts. per agate line.

COAST SEAMEN'S JOURNAL—Every Wednesday. Maritime. Established 1887. Sailors' Union of the Pacific, publishers. Subscription, \$2; claimed average circulation for year 1913, 8,000; 16 pages, 4 columns; length of columns, 13— in.; width, 2½ in. Office, 44-46 East Street.

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Advertising rates, one inch, one time, \$1; one month, \$3; three months, \$9; six months, \$16.50; one year, \$30. Reading notices, 15 cts. a line, brevier.

DEMOKRAT—Every morning except Sunday, and **SONNTAGSBLATT DES CALIFORNIA DEMOKRAT**, Sundays. German. Independent. Established 1853. Sworn average circulation for six months prior to April 1, 1914, daily and Sunday, 6,520* net paid; daily, 00 pages (Sunday, 14 pages), 7 columns; length of columns, 20½ in. width, 2½ in.

Advertising rates, daily or Sunday, agate, 5 cts. a line; 1,000 lines within one year, 3 cts.; 2,000 lines, 2½ cts.; 3,000 lines, 2 cts.; 6,000 lines, 1½ cts.; 10,000 lines, 1½ cts. a line; full position, 25% extra. Classified, 10 cts. a line. Reading notices, 15 cts. a line.

EXAMINER—Every morning, including SUNDAY. Established 1865. Examiner Printing Co., publishers. Subscription, daily and Sunday, \$8; sworn average circulation for six months prior to April, 1914, daily, 126,095*; Sunday, 233,704*; daily, 16 to 28 pages, Sunday, 84 to 100 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Hearst Bldg., Third and Market Streets.

Advertising rates, daily, agate, 25 cts.; Sunday, 40 cts. a line. Preferred positions, daily, 30 and 35 cts.; Sunday, 45 and 50 cts. a line. Discount on display, excepting Automobile and book advertising, 5, 10, 15 or 20% on 10,000, 20,000, 30,000 or 50,000 lines to be used within one year. Double column advertisements must be 42 lines in depth, 75 lines in triple column, 100 lines in four column. Automobile and book advertising, daily, 20 cts. a line; Sunday, 30 cts. Discount on 5,000 lines, within one year, 5%; 10,000 lines, 10%. Classified, with the exception of a few special classifications, 15 cts. a line daily, 20 cts. Sunday. Reading notices, agate, top head, 60 cts. per line daily, 90 cts. Sunday; no head, 50 cts. daily, 75 cts. Sunday; first page, with or without heading, \$2 a line daily, \$3 Sunday.

INTERNATIONAL FAIR ILLUSTRATED—Monthly. Established 1911. International Fair Pub. Co. (Inc.), publishers. Subscription, \$2.50; circulation—not given by publisher; 24 pages and cover; 4 columns; length of columns, 13 in.; width, 2¼ in.

Advertising rates, one page, \$150; One-half, \$80; One-fourth, \$40, and one-eighth page, \$25.

ITALIA—Every morning, including Sunday. Italian-Independent. Established 1886. L'Italia Press Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April 1, 1914, 9,765*; 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 118 Columbus Ave.

Advertising rates, daily, 1 time, \$1 an inch; 2 times, \$1.70; 3 times, \$2.20 an inch;

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thereafter 70 cts. an inch each time: on contract, 75 cts.; more than 100 inches, 60 cts.; 300 inches, 65 cts.; 500 inches, 50 cts. an inch. Sunday, 75 cts. an inch; standing ads, \$2.50 an inch per month. Readers, daily or Sunday, 15 cts. a line, with discount on time contract. Classified, 9 cts. a line. Translations made without extra cost.

JAPANESE AMERICAN—Daily, including SUNDAY. Japanese. Non-political. Established 1894. K. Abiko, editor and publisher. Subscription, \$8; claimed circulation for year 1913, 12,000; 8 pages, 9 columns; length of columns, 16 in.; width, 2½ in. Office, 340 Mason Street.

Advertising rates, \$1 an inch; one week, \$4.50; one month, \$6; three months, \$15. Further rates on application.

JAPANESE NEW WORLD—Every morning, including SUNDAY. Independent. Established 1894. G. Ikeda, publisher. Subscription, 75 cts.; claimed average circulation for 1913, 10,783; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, 1060 Geary Street.

Advertising rates, \$1 an inch, with discount for time and space.

JARDRAN—Every Thursday. Croatian-Independent. Established 1908. The Adriatic Publishing Co. (Inc.), publishers. Subscription, \$1.50; claimed average circulation for year 1913, 8,500; 8 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 110 Columbus Avenue.

Advertising rates, 55 cts. an inch; 100 in. within three months, 45 cts.; 200 in. within 12 months, 40 cts.; 500 or more in., 35 cts. an inch. Reading news ad. (8 pt. type), 15 cts. a line; two insertions, 12 cts.; three or more insertions, 9 cts. a line.

JEWISH TIMES—Every Friday. Jewish. Established 1855. Dawson Mayer and Rev. M. S. Levy, editors. Subscription, \$3; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, Pacific Building.

Advertising rates, one month (four times), or less, \$1.50 an inch. Reading matter, 50 cts. a line, each issue.

LABOR CLARION—Every Friday. Labor. Established 1902. San Francisco Labor Council, publishers. Subscription, \$1; claimed average circulation for year 1913, 11,000; 16 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, 316 14th Street.

Advertising rates, \$1 an inch. Further rates on application.

LEADER—Every Saturday. Catholic. Irish. Independent. Established 1901. Aldus Press Co., publishers. Subscription, \$2; claimed

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average circulation, for year 1913, 27,250; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 675 Stevenson Street.

Advertising rates, \$1 an inch; three months, 80 cts. an inch; one year, 65 cts. an inch, per time. Discount on 5 in. or more.

MINING AND SCIENTIFIC PRESS—Every Saturday. Mining and engineering. Established 1860. Dewey Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 7,000; 84 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 420 Market Street.

Advertising rates, upon application.

MONITOR—Every Saturday. Catholic. Established 1858. Monitor Publishing Co. (Inc.), publishers. Subscription, \$2.50; claimed circulation for year 1913, 22,500; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 1122 Mission Street.

Advertising rates, \$1 an inch; 200 or more inches 75 cts. an in.

NEWS—Every evening except Sunday. Independent. Established 1903. The Daily News Publishing Co., publishers. Subscription, \$3; sworn average circulation for year 1913, 35,047* net paid; 6 to 12 pages, 8 columns; length of columns, 20 in.; width, 2 in. Can use matrices. Office, 340 Ninth Street.

Advertising rates, 8 cts. a line; full position, 10 cts.; 3,500 lines, 7½ cts.; full position, 9½ cts.; 5,000 lines or more, within one year, 7 cts. per line; full position, 9 cts.; Resorts, schools, publishers, 7 cts. per line, flat. Following pure reading, 20 cts. a line. Classified, 1c. per word.

NEWS LETTER AND CALIFORNIA ADVERTISER—Every Saturday. Independent. Satirical. Established 1856. F. Marriott, publisher. Subscription, \$4; claimed average circulation for year ending May, 1914, 25,870; 36 pages and cover, 2 columns; length of columns, 11 in.; width, 3¾ in. Office, 21 Sutter Street.

Advertising rates, agate, first insertion, 30 cts. a line; discount, 5% on 6 months; 10% on 12 months. Nonpareil reading notices, 50 cts. a line. Long primer, \$1 a line; minimum space, 5 lines; position, 25% extra.

See advertisement on page 466.

NEWTOT MAGAZINE—Monthly. New Thought. Established 1885. Dr. N. N. New, editor. Newthot Book Co., publishers. Subscription, \$1; average circulation for 1913, 35,000; 32 pages, 2 columns; length of columns, 8 in.; width, 3 in. Office 2 Golden Gate Ave.

Advertising rates, \$5 an inch; ¼ page, \$35; ½ page, \$60; 1 page, \$100.

ORCHARD AND FARM—Monthly (1st). Agricultural. Established 1888. Examiner Printing Company, publishers. Subscription,

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\$1; detailed average circulation for year 1913, 39,802*; 40 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 5 days in advance. Office, Hearst Building.

Advertising rates, agate, 25 cts. a line, flat. Reading notices, leaded agate, 50 cts. a count line. Classified, 3 cts. a word.

ORGANIZED LABOR—Every Saturday. Labor. Established 1900. The Organized Labor Publishing Co. (Inc.), publishers. Subscription, \$1.50. Claimed average circulation for year 1913, 26,500; 8 pages, 6 columns; length of columns, 19½ in.; width, 2¼ in. Office, 1122 Mission Street.

Advertising rates, \$1 an inch each insertion.

OUR NAVY—Monthly. Naval. Established 1899. Our Navy Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 13,000; 64 to 132 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 112 Market Street, and Woolworth Bldg., N. Y. City, N. Y.

Advertising rates, 23 cts. a line, with discounts on time contracts.

OVERLAND MONTHLY—Monthly. Literary. Established 1868. Overland Monthly Co., publishers. Subscription, \$1.50; claimed circulation for year 1913, 75,571; 144 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th preceding month. Office, 21 Sutter Street.

Advertising rates, agate, per line, 35 cts.; 1 page, \$70; ½, ¼ and ⅓ pages, pro rata; special position, extra. Discounts, 10% on 3 pages used within one year, or 12 consecutive insertions.

See advertisement on page 466.

PACIFIC COAST ARCHITECT—Monthly (1st). Architectural. Established 1911. Coast Publishing Co. (Inc.) publishers. Subscription \$5; circulation—not given by publisher; 50 pages, 2 columns; length of column, 10 in.; width, 3½ in. Can use matrices. Forms close 20th. Office, 725 Chronicle Building.

Advertising rates, full page \$55; ½ page \$34; ¼ page \$19.50; ⅓ page \$14.50, with discounts on 3, 6, or 12 months contract. Inside covers 10% or back outside cover 20% extra.

PACIFIC COAST BUREAU—See advertisement on pages 478 and 479.

PACIFIC COAST HOTEL GAZETTE—Every Saturday. Hotel and R. R. Established 1876. Wm. P. Harrison and Martial Davoust, publishers. Subscription, \$3; Claimed average circulation for year 1913, 7,500; 20 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 742 Market Street.

Advertising rates, \$1 per inch each insertion.

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PACIFIC DAIRY REVIEW—Every Thursday. Trade. Saylor Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 8,160; 28 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 78 Clay Street.

Advertising rates, \$1 an inch.

PACIFIC MOTOR—Monthly. Automobiles, Good Roads. Established 1905. Pacific Motor Publishing Co., publishers. Subscription, \$1; Claimed average circulation for year 1913, 23,000; 32 to 40 pages, 2 columns; length of columns, 9¾ in.; width 3¼ in.

Advertising rates, ⅓ page, \$15; ¼, \$20; ½, \$30 and 1 page, \$60. Discount, 5, 10, and 15% on 3, 6 and 12 months respectively.

PACIFIC RURAL PRESS—Every Saturday. Agricultural and horticultural. Established 1871. Pacific Rural Press Company, publishers. Subscription, \$2; detailed average circulation for year 1913, 18,763*; 24 to 32 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Cannot use matrices. Forms close one week in advance. Office, 420 Market Street.

Advertising rates, \$1.75 an inch; 25 in., \$1.70; 50 in., \$1.65; 100 in., \$1.60; 200 in., \$1.50; 300 in., \$1.45; 500 in. \$1.40; 700 in. (¼ page), \$1.35 cts.; 1,400 in. (½ page), \$1.30 cts.; 2,800 in. (1 page), \$1.25 cts. an inch. Classified (minimum 25 cts.), 3 cts. per word.

SUNSET, THE PACIFIC MONTHLY—Literary. Established 1898. Wm. Woodhead, manager. Subscription, \$2.50; claimed average circulation, for 1913, 150,000; 272 pages, 2 columns; length of columns, 8 in.; width, 3½ in. Forms close 5th preceding month. Office, 460 Fourth Street.

Advertising rates, agate, \$1 a line; one page, one time, \$200; ¼ and ⅓ pages, pro rata. Classified, \$1 a line (minimum 4 lines).

See advertisement on page 460.

TOWN TALK—Every Saturday. Society. Democratic. Established 1878. Pacific Publication Co., publishers. Subscription, \$4; claimed circulation for year 1913, 18,200; 24 pages, 3 columns; length of columns, 11 in.; width, 2¼ in.

Advertising rates, agate, \$1.50 an inch; full page, \$35.

VOCE DEL POPOLO—Every morning except Sunday. Italian-Independent. Establisher 1859. La Voce del Popolo Publishing Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April, 1914, 5,250* net paid; 12 pages, 7 columns; length of columns, 20½ in.; width,

CALIFORNIA

2 1/5 in. Can use matrices. Office, 710 Montgomery Street.

Advertising rates, \$1.50 an inch; 100 in. on yearly contract, 40 cts.; 500 in., 35 cts.; 1,000 in. within one year, or one or more in. daily for one month, 30 cts.; one inch or more daily for year, 25 cts. an inch. Reading notices, 15 cts. for first and 10 cts. a line for subsequent insertions. Classified, 9 cts. a line.

WASP—Every Saturday. Independent. Republican. Established 1876. Wasp Publishing Co. (Inc.), publishers. Subscription, \$5; detailed average circulation for year 1913, 12,600*; 28 pages, 4 columns; length of columns, 10 in.; width, 2 1/4 in. Office, 121 Second Street.

Advertising rates, \$2 an inch; 13 times, \$1.75; 26 times, \$1.50; 52 times, \$1.25 per inch, per insertion. Reading notices, 8 point, 25 cts. and 6 point, 20 cts. per line. Position, 10% extra.

WESTERN MOTOR RECORD—Monthly (1st). Established 1911. Western Motor Record Publishing Co., publishers. Automobiles. Subscription, \$1; claimed average circulation for 1913, 76,000; 8 pages, 7 columns; length of columns, 20 1/2 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, \$5 an inch; 250 in., \$4.75; 500 in., \$4.50 an inch. Reading notices (marked), \$1 per count line. Classified, 30 cts. per line.

SAN JOSE—Population 28,946. On Southern Pacific R. R. New deep water connection by electric railroad to San Francisco Bay. Manufactures include foundry and machine shops, canneries and wineries, wind mill factory, planing mills, flour, woolen goods, brick kilns, glazed sewer pipe, roofing tile and tanneries. Large trade in fruits. College of Notre Dame, State Normal School, Asylum for Chronic Insane. Twenty-seven wholesale houses. Bank clearings during year 1912, \$35,882,473.55.

CALIFORNIA FARMER—Weekly. Farm Section of Sunday Mercury and Herald and 50 other California dailies and weeklies. Established 1912. Detailed average circulation for year 1913, 68,800*. 16 pages, 4 columns; length of columns, 15 1/2 in.; width, 2 1/2 in. Forms close 12 days in advance.

Advertising rates, 21 1/2 cts. a line, flat. Special position, 10% extra. Reading notices, 50 cts. a line first insertion and 40 cts. a line thereafter. Classified, 21 1/2 cts. a line of six words.

MERCURY-HERALD—Every morning including SUNDAY. Republican. Established 1852. Mercury-Herald Co., publishers. Subscription, Mercury, \$7.20; detailed average circulation, statement June 1, 1914, daily, 11,700*, Sunday, 12,450* daily, 16 pages (Sunday, 36 pages), 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

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Advertising rates, agate, 3 cts. a line; preferred position, 10 and 25% extra. Classified, 1c. per word. Reading notices, nonpareil, 2 cts. per word; minion, 3 cts. per word; telegraphic readers, 75 cts. a line.

SANTA CRUZ—Population 11,146. On Pacific Ocean and Southern Pacific Railroad. Steamer Service to San Francisco. A well known summer resort. Is located in a prosperous fruit growing, poultry raising, agricultural and dairying territory; also bitumen quarries in vicinity. Other industries are lumber and powder mills; leather manufacturing; cement and lime works.

LIVE STOCK JOURNAL—See Chicago, Ill.

STOCKTON—Population 23,253. Located 79 miles from San Francisco, on San Joaquin River (with steamer connection) and four railway systems. Is the center of a fertile and thriving agricultural territory, being a large shipping point for wheat and other farm products. The principal enterprises are canneries, potteries, agricultural implement, carriage, glass and brick works, flour and woolen mills and cigar factories. State Insane Asylum is located here.

RECORD—Every evening except Sunday. Republican. Established 1895. Subscription, \$6. Sworn average circulation for six months prior to April 1, 1914, 7,704*; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices. Office, Record Building, 530-40 East Market Street.

Advertising rates, 50 cts. an inch first insertion, 40 cts. an inch for additional insertions; more than six times or more than 100 in., 35 cts. an inch. Special positions, 15, 25 and 50% additional. Readers (starred), 10 cts. a line; 25 cts. a line per week. Classified, 1c. a word one time; 2c. per word three times; 3 cts. a word six times.

TROPICO—Population 1,000. A suburb of Los Angeles. Truck, fruit and barley growing engaged in most extensively in vicinity. Other industries are tile and hollow brick factories.

BUSINESS FARMER—Semi-monthly (15th and 30th). Desert Agricultural. Established 1910. The Business Farmer Publishing Co., publishers. Subscription, \$1. Average detailed circulation for last six months 1913, 5,549; 24 to 48 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Cannot use matrices. Forms close five days in advance. Office, 419 Tropico Ave.

Advertising rates, agate, 5 cts. a line; 1,512 lines on yearly contract, 4 1/2 cts.; 3,024 lines, 4 cts.; 6,048 lines, 3 1/2 cts.; 9,072 lines, 3 cts.; 18,144 lines, 2 1/2 cts. a line; full page, \$19. Reading notices, 10 cts. a line; 1,001 lines, 7 cts. a line; special position, 15% additional. Classified, 2 cts. per word.

COLORADO

COLORADO SPRINGS—Population 29,078. 7 railroads. Distributing center for Cripple Creek gold mining district. Fashionable health resort due to the location in the Pikes Peak Region, "America's Scenic and Playground" with its magnificent scenery and medicinal springs in near vicinity and Eastern Colorado. Has 150 industrial plants with an annual payroll of \$3,000,000.00. Seat of Colorado College, State Deaf Mute Institute, National Printers Home, Myron Stratton Home and National Woodmen Home. Bank deposits during year 1913, \$11,000,000.00.

GAZETTE—Every morning, including SUNDAY. Republican. Established 1878. Colorado Springs Gazette Co., publishers. Subscription, daily, \$7; Sunday, \$2; sworn average circulation for six months prior to April, 1914, 4,407* net paid; daily, 8 to 16 pages (Sunday, 36 to 50 pages), 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 6 cts. a line; 1,000 lines, 5 cts.; 2,000 lines, 4 cts.; 3,000 lines, 3 cts.; 5,000 lines, 2½ cts. a line. Full position, 25% additional. Classified, 1c. per word. Reading notices, 15 cts. a line; 1,000 lines, 10 cts. a line. Telegraphic readers, 50 cts. a count line.

INTERMOUNTAIN POULTRY ADVOCATE—Monthly. Poultry. Established 1911. The Intermountain Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 6,500; 32 to 48 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, 12 cts. per line; 6 times, 10 cts.; 1,000 lines, 8 cts.; 5,000 lines, 6 cts. per line. Extra charge for position.

TELEGRAPH—Every evening except Sunday. Republican. Established 1872. Evening Telegraph Publishing Co., publishers. Subscription, \$4.80. Claimed average circulation, for year 1913, 5,122; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 1,000 lines, 5 cts.; 3,000 lines, 3 cts.; 5,000 lines, or more, 2½ cts. a line; special positions, 10 and 25% extra. Classified, 1c. a word (minimum charge, 15 cts.). Reading notices, 25 cts. per count line, with discount on 1,000 lines, and over; telegraphic readers, 50 cts. per count line.

See advertisement on page 442.

DENVER—Population 213,381. 9 railroads. Chief commercial city of the state and supply center for the stock raising, mining

and agricultural section of Colorado, New Mexico and Wyoming. Manufactures include iron, shoes, woolen goods, glass and other products. Shops of two great railroad systems. Has branch of U. S. Mint, University, and a number of large attractive buildings. Annual value of manufactured products, \$62,950,381.00. Bank clearings during 1913, \$475,607,021.50.

CAPITALE (La.)—Every Saturday. Italian. Independent. Established 1907. G. Mapelli, publisher. Subscription, \$2. Claimed circulation for year 1913, 9,000; 4 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 2404 Sixteenth Street.

Advertising rates, 50 cts. an inch; 100 in., 40 cts.; 500 in., 30 cts.; 1,000 in., 20 cts. an inch. Special position, 10 to 25% extra. Reading notices, 10 cts. a line.

CATHOLIC REGISTER—Every Thursday. Catholic. Established 1905. Catholic Publishing Society, publishers. Subscription, \$1.50; claimed circulation for year 1913, 4,568; 8 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Office, 1828 Curtis Street.

Advertising rates, 10 cts. a line; on contract, 5 cts. a line. Reading notices, 25 cts. a line; run of paper, 15 cts. a line; nonpareil type, 10 cts. a line.

EXPRESS—Every evening except Sunday. Independent. Established 1906. The Denver Express Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 19,824*; 8 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices. Office, 1445 Cherokee Street.

Advertising rates, agate, 6 cts. a line; full position, 7 cts. a line; 2,500 lines, 5½ cts.; full position, 6½ cts.; 5,000 lines or more, within one year, or not less than 6 in. per week for 52 weeks, 5 cts. a line; full position, 6 cts. a line. Classified, 1c. per word. Resorts, publishers, schools and colleges, 5 cts. a line.

FIELD AND FARM—Every Saturday. Agricultural and Live Stock. Established 1885; Lute M. Wilcox, publisher. Subscription, \$2; claimed average circulation for year 1913, 32,729; 16 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Forms close Wednesday preceding. Office, 1516 Arapahoe Street.

Advertising rates, agate, 12 cts. a line, flat; preferred position, 25% extra. Classified, 2 cts. a word. Reading notices, 25 cts. per count line. For combination rates see Associated Farm Papers, Chicago, Ill.

COLORADO

GREAT DIVIDE—Weekly of Post, which see.

HARPOON—Monthly (1st). Postal employees. Established 1910. Urban A. Walter, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 12,133; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices. Forms close 22nd.

Advertising rates, minimum one inch, \$1.25; 50 in., within one year, \$1.20; 100 in., \$1.15; 150 in., \$1.10; 200 in., \$1.05; 300 in., or more, \$1 an inch.

HEROLD—Every evening except Saturday and Sunday, and SUNDAY morning, also WEEKLY, Saturday. German. Independent. Established 1870. German Printing and Publishing Co., publishers. Subscription, daily, \$6; weekly, \$2; claimed average circulation for year 1913, daily, 7,500; weekly, 14,500; daily, 4 to 8 pages; Sunday, 16 pages; weekly, 12 pages, all editions, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 1328 Lawrence Street.

Advertising rates, daily or weekly, 70 cts. an inch. Sunday, 84 cts. an inch. Readers, 10 cts. a line.

MINER'S MAGAZINE—Every Saturday. Socialist. Established 1900. Western Federation of Miners, publishers. Subscription, \$1; claimed average circulation, for year 1913, 7,800; 16 pages, 2 columns; length of columns, 9 in. Can use matrices. Office, Railroad Building.

Advertising rates on application.

MINING INVESTOR—Every Monday. Mining. Established 1895. The Mining Investor Publishing Co., publishers. Subscription, \$1. Circulation—not given by publisher; 32 pages, 3 columns; length of columns, 11 in.; width, 16 ems. Forms close Thursday preceding. Office, 1840-46 California Street.

Advertising rates, \$2.50 an inch; per page, \$75; special rates for 3 in., or more, each issue, for one year.

MINING RECORD—Every evening except Sunday. Mining. Established 1889. Union Printing Co., publishers. Subscription, \$5; circulation—not given by publisher; Saturday edition only, \$2; daily, 4 to 12 pages; Saturday, 8 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 50 cts. an inch; Saturday edition, \$1.50 an inch. Discount on 100 in., or more, and for specified time contracts.

MOTOR FIELD—See Chicago, Ill.

NATIONAL FOOD AND COOKERY—Monthly (15th). Home and Hotel Practical Cookery. Established December, 1913. J.

COLORADO

C. Lehner, editor and publisher. Subscription, \$3. Circulation—not given by publisher; 16 pages, 2 columns; length of columns, 10¼ in.; width, 3¾ in. Can use matrices. Forms close 22nd. Office, 528 Fourteenth Street.

Advertising rates, full page, \$50; smaller space, down to 1½ page, pro rata.

See advertisement on page 496.

OUTDOOR LIFE—Monthly (25th). Sports. Established 1897. Outdoor Life Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 55,750; 148 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th preceding month.

Advertising rates, agate, 7 lines, or more, 35 cts. a line; ½ page one time, \$8.75; ¼ page, \$17.50; ½ page, \$35; one page, \$70. Discounts, 5% on six months; 10% on one year or 3 pages or more to be used within one year. Special position, 25% extra.

POST—Every evening except Sunday. SUNDAY MORNING and THE GREAT DIVIDE, WEEKLY. Tuesdays. Independent. Established 1893. The Post Printing and Publishing Co., publishers. Subscription, \$7.80, including daily and Sunday. Weekly, 35 cts.; sworn average circulation for year 1913, daily, 62,000* net paid; Sunday, 90,955* net paid; weekly, for same period, guaranteed average circulation, exceeding 115,000*; daily, 12 to 24 pages; Sunday, 48 or more pages; weekly, 8 to 12 pages, 7 columns; daily and Sunday, 7 and 8 columns; length of columns, 21½ in.; width, 2½ in. Forms close (for weekly edition), Saturday preceding date of issue; for Sunday Magazine, Tuesday. Can use matrices.

Advertising rates, daily, agate, 10 lines or more, 9 cts. a line; Sunday, 12 cts. a line; Sunday Magazine, 20 cts. a line (minimum space, 7 lines). Position, 15, 25, 33½ and 50% extra. Double column advertisements must be at least 20 lines deep, three columns, 80 lines deep; four columns, 100 lines deep and five or more columns, 150 lines deep. Classified, daily or Sunday, ordinary, 7½ cts. a line. Personals, 15 cts. a line. Medical, 10 cts. a line (minimum space, 2 lines). Resorts, 10 cts. a line; automobile, correspondence and other schools, instruction, for sale, etc., 7½ cts. a line. Reading notices, daily or Sunday, 40 cts. per count line; telegraphic readers, \$1.25 per line. Weekly, display, 30 cts. a line, flat. Reading notices, 40 cts. a line, flat. Classified, 3 cts. a word.

RECORD-STOCKMAN—Every evening except Sunday, and WEEKLY (Thursday edition of daily). Established 1889. Record-Stockman Publishing Co., publishers. Subscription, daily, \$3; weekly, \$1. Claimed average circulation for 1913, daily, 18,961; weekly, 26,113; daily, 4 pages; weekly, 8 pages, 7 columns; length of columns, 22½

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in.; width, 2¼ in. Can use matrices. Office, 1824-1828 Curtis Street.

Advertising rates, daily, 8 cts. a line; on contract, 4 cts. a line, flat; weekly, 10 or 5 cts. a line, flat. Reading notices, first page, 25 cts. a line; other pages, 20 cts. a line.

ROCKY MOUNTAIN MAGAZINE—Monthly. Mail Order. Established 1903. The Rocky Mountain Magazine Co., publishers. Subscription, 25 cts.; claimed average circulation for year 1913, exceeding 60,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices. Forms close 18th preceding month. Office, Railway Exchange Building.

Advertising rates, agate, 25 cts. a line. Reading notices, 40 cts. a line; 10% discount on ¼ page; 20% on ½ page; 30% on full page.

ROCKY MOUNTAIN NEWS—Every morning including SUNDAY. Independent. Established 1859. Subscription, daily, \$7; Sunday, \$2.50; sworn average circulation for six months prior to April 1, 1914, daily, 43,429* net paid; Sunday, 67,029* net paid; daily, 16 pages; Sundays, 68 pages or more, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Seventeenth and Welton Streets.

Advertising rates, agate, daily, 7½ cts.; Sunday, 10 cts. a line, flat. Special positions (minimum 50 lines deep), 10, 20, 25 and 50% extra. Reading notices, 30 cts. per count line; pure reading, 50 cts. a line; telegraphic readers, \$1 a count line. Classified, wants, for rent, for sale, business opportunities or real estate, 5 cts. a line; all other classifications, 7½ cts. a line.

See advertisement on page 441.

SHAFFER GROUP—See advertisement on page 441.

SVENSK AMERIKANSKA WESTERN—Every Thursday. Swedish. Republican. Established 1888. The Swedish Printing Co., publishers. Subscription, \$1.50; circulation— not given by publisher 12 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Office, 611 Seventeenth Street.

Advertising rates, display, 50 cts. an inch; position extra. Reading notices, 10 cts. a line.

TIMES—Every evening except Sunday. Independent. Established 1872. Denver Times Printing and Publishing Co., publishers. Sworn average circulation for six months prior to April 1, 1914, 22,895* net paid; 10 to 12 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line, flat. Preferred positions, 10, 20, 25 and 50% extra. Reading notices, 30 cts. a count line;

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pure reading notices, 50 cts. a line; telegraphic readers, \$1 a line. Classified, 5 cts. a line.

See advertisement on page 441.

WESTERN FARM LIFE—Monthly (1st). Agricultural, Fruit and Stock. Established 1910. Western Farm Life Publishing Co., publishers. Subscription, \$1; circulation, guaranteed, 50,000; 40 pages, 3 columns; length of columns, 9½ in.; width, 2¼ in. Can use matrices. Forms close first, 22nd; last, 25th of month preceding. Office, 1828 Curtis Street.

Advertising rates, agate, 30 cts. a line; 6 consecutive insertions or 250 lines, used within one year, 25 cts. a line.

WESTERN POULTRY WORLD—Monthly (15th). Poultry. Established 1902. Western Poultry World Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 10,000; 24 to 42 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 5th of month preceding date of issue. Office, 665 Gas and Electric Building.

Advertising rates, \$1.50 an inch, with discount for space.

FORT MORGAN—Population 2,800. On 2 railroads. In farming and grazing region; excellent sheep feeding district.

COLORADO FARMER—Semi-monthly (1st and 15th). Agricultural. Established 1911. R. B. Spencer, publisher. Subscription, \$1. Claimed average circulation for year 1913, 12,500; 24 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Forms close five days before date of publication.

Advertising rates, agate, 10 cts. per line. Discount on 6, 12 or 24 insertions, 5, 10 or 15% respectively.

PUEBLO—Population 44,395. Altitude, 4,650. 5 transcontinental railroads; leading manufacturing city and commercial center of Southern Colorado, with the largest freight tonnage of any city west of the Mississippi river. Capitol of the largest irrigated area in the world. Thoroughly modern and up-to-date city. Said to be the finest climate in the world and is an ideal place for health. Huge deposits of iron ore, limestone, coal, etc. In the vicinity of several smelting works, including the largest in the world; foundries, machine and boiler shops; Colorado Fuel and Iron Co. employs more than 5,000 men in mining iron and steel making. \$1,000,000 monthly pay roll, with an annual output of \$55,000,000.00 from the various factories. Bank clearings during 1913, \$35,786,414.11.

COLORADO

CHIEFTAIN—Every morning, including SUNDAY. Independent Republican. Established 1862. The Chieftain Publishing and Holding Co., publishers. Subscription, daily, \$7; Sunday, \$2; sworn average circulation for six months prior to April, 1914, 11,142* net paid; 10 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, or Sunday, agate, per line, one insertion, 7 cts.; 7 to 12 times, 6 cts. per line; 13 to 25 times, 5½ cts. per line; 26 to 50 times, 5 cts. a line; 51 to 100 times, 4½ cts.; 101 times or more, 4 cts.; open space within one year, 1,000 lines, 6 cts. a line; 2,800 lines, 5½ cts.; 4,900 lines, 5 cts. 7,000 lines, 4½ cts.; 10,000 lines or more, 4 cts. a line. Position, 12½ and 25% extra. Reading notices, 20 cts. a line, with discount on 500 lines and over. Classified, 1c. a word.

See advertisement on page 477.

STAR-JOURNAL—Every evening except Sunday and SUNDAY MORNING. Independent Democratic. Established 1901. Star-

COLORADO

Journal Publishing Co., publishers. Subscription, daily, \$6; sworn average circulation for six months ending March 31, 1914, daily, 10,457; Sunday, 11,854; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts a line; 5,000 lines, 3 cts.; 10,000 lines or more, 2½ cts. a line; preferred positions, 25% extra. Classified, 1c. a word. Reading notices, 25 cts. a count line.

See advertisement on page 442.

UNIONE (L')—Every Friday. Italian. Independent. Official organ "Columbian Federation" of Italo-American Societies. Established 1897. Hector Chiariglione, proprietor. Subscription, \$2; claimed average circulation for year 1913, 16,250; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 1 to 10 in., \$1.50 an inch per month; 10 to 20 in., \$1.25; over 20 in., \$1 an inch per month. Reading notices, 10 cts. a line each insertion; 10% discount on yearly contracts.

CONNECTICUT

ANSONIA—Population 15,152. On Naugatuck River and N. Y., N. H. and H. R. R. Industries include manufacture of machinery, copper, brass, iron, electrical goods, webbing. Annual value of manufactured products, \$20,088,269.00.

SENTINEL—Every evening except Sunday. Independent. Republican. Established 1871. Emerson Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending March 31, 1914, 5,100*; net paid; 8 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. per inch, flat. Preferred position, 10 and 25% extra. Reading notices, 15 cts. per line each insertion; first page, 50 cts. per line.

BRIDGEPORT—Population 102,054. On Long Island Sound. (Daily steamboats to and from New York) and N. Y., N. H. & H. R. R. Port of entry, with big coasting trade; manufactures include sewing machines, textiles, embroidery, varnishes, cartridges, graphophones, compressed gas capsules, lock and ordnance works, also tap, die, carriage and hat factories, bronze, iron, brass and steel works and general hardware. Annual value of manufactured products, \$65,609,000.00.

FARMER—Every evening except Sunday Democratic. Established 1855. The Farmer Publishing Co., publisher. Subscription, \$6; sworn average circulation for year ending March 31, 1914, 11,223* net paid; 10 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 5 cts. per line; 3,000 lines, 3½ cts.; 5,000 lines, 2½ cts.; 7,000 lines, 1¾ cts. per line. Preferred position, 10 and 25% extra. Classified, 1c. a word (minimum charge, 15 cts.). Reading notices, solid, 30 cts. a line.

HERALD—See Waterbury, Conn.

POST—Every evening except Sunday and holidays. SUNDAY MORNING. Independent. Established daily, 1883. Post Publishing Co., publishers. Subscription, daily, \$6; Sunday, \$2.50; sworn average circulation, for six months prior to April 1, 1914, 12,735* net paid; Sunday, 8,956; 16 to 32 pages (Sunday, 36 to 48 pages), 8 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 4½ cts. a line; 1,000 lines, 4 cts.; 2,000 lines, 3½ cts.; 3,500 lines, 3¼ cts.; 5,000 lines, 3 cts.; 7,000 lines, 2½ cts. a line. Special position 10 or 25% extra. Sunday display, 2½ cts. a line, flat. Classified, 1c a word. Reading (marked)

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10 cts. a line; pure readers, 25 cts. a line; telegraphic readers, body type, 50 cts. per count line.

STANDARD—Every evening except Sunday. Republican. Established 1830. The Standard Association, publishers. Subscription, \$6; claimed average circulation for year 1913, 8,790; 12 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; on yearly contract, 1,000 lines, 4 cts.; 2000 lines, 3½ cts.; 3500 line, 3 cts.; 5000 lines, 2 cts.; 7,000 lines, 1½ cts.; 10,000 lines, 1½ cts. a line. A rebate of 2 cts. an inch on plate matter. Reading notices (adv. affixed) 30 cts. a line; telegraphic readers, 50 cts. a line. Classified, 1c. per word.

TELEGRAM—Every morning except Sunday. Independent. Established 1891. Telegram Publishing Co., publishers. Subscription, \$6; sworn average circulation for first six months in 1914, 10,086* net paid; 12 to 32 pages, 7 columns; length of columns, 21 in.; width, 13 ems pica. Can use matrices.

Advertising rates, \$1 an inch; one week, \$4; one month, \$10; larger space, pro rata, e. o. d., ⅔ of daily rate. Open space within one year, 50 in., 50 cts. an inch. Classified, 1c. a word. Reading notices, 25 cts. a line; first and woman's page, \$1.

DANBURY—Population 23,502. On N. Y., N. H. & H. R. R. Principal industry is hat making in which are engaged about 40 large factories capitalized at \$5,500,000 or more. Annual value of manufactured products, \$10,318,000.

NEWS—Every evening except Sunday. Wednesday issue a combination of daily and weekly. Neutral. Established 1870. Flint & Smith, publishers. Subscription, daily, \$5; sworn average circulation for year 1913, daily, 6,092* net paid; weekly, 6,703* net paid; 12 to 16 pages, 7 columns; length of columns, 21¾ in.; width, 2¾ in.

Advertising rates, daily and weekly (Wednesday edition of daily), plate matter, 16½ cts. an inch each insertion; set matter, 21½ cts. an inch; next reading, plate matter, 17½ cts.; set matter, 22½ cts. an inch; full position, plate matter, 18½ cts.; set matter, 23½ cts. an inch. Minimum space for full position, 3 in. Classified, 1c. a word; by the week, 3 cts.; by the month, 10 cts. (minimum charge, 25 cts.). Reading notices, 5 cts. a count line; on time contracts, figured on one inch basis, 50% in addition to flat display rates.

HARTFORD—Population 98,915. 2 railroads. Steamboat lines to New York. Banking and Insurance center; manufactures include firearms, automobiles, typewriters, rubber tires and hardware, tools, silver plate and electrical goods. A vast amount of capital is invested in life and fire insurance. Con-

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siderable tobacco trade covering the Connecticut River Valley; seat of State Capitol, Trinity College and Deaf and Dumb Asylum. Annual value of manufactured product, \$55,000,000. Bank clearings during the year 1913, \$235,035,042.36.

CATHOLIC TRANSCRIPT—Every Thursday. Catholic. Established 1876. Connecticut Catholic Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for nine months ending April 30, 1914, 32,976*; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 66 State Street.

Advertising rates, \$1 an inch; 50 in., 85 cts.; 100 in., 75 cts.; 200 in., 65 cts.; 500 in., 50 cts.; 1,000 in., 40 cts. an inch. Special positions extra. Classified, 25 words or less, 25 cts.

COURANT—Every morning including SUNDAY, and SEMI-WEEKLY CONNECTICUT COURANT. Mondays and Thursdays. Republican. Established daily, 1836; weekly, 1764. The Hartford Courant Co., publishers. Subscription, daily, \$8; Sunday, \$2.50; claimed average circulation for year 1913, 17,033, semi-weekly, \$1; claimed average circulation for 1913, 6,250; daily, 20 to 28 pages, 7 columns; semi-weekly, 8 to 12 pages; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 66 State Street.

Advertising rates, daily or Sunday, agate, 8 cts. a line; 6 times or 1,000 lines, on yearly contract, 7 cts.; 12 times or 2,000 lines 6 cts.; 26 times, 5½ cts.; 3,000 lines, 5 cts.; 52 times, 4½ cts.; 78 times or 4,000 lines, 4 cts.; 104 times or 5,000 lines, 3½ cts.; 156 times, 3 cts.; 312 times, 2½ cts. a line. Preferred positions, 15 and 25% extra. Classified, 8 cts. a line with time discounts. Reading notices, 50 cts. per line; telegraphic readers, \$1 a line. Business notices, nonpareil, 20 cts. a line. SEMI-WEEKLY, 8 cts. a line; 4 times, 7 cts.; 8 times, 6 cts.; 13 times, 5½ cts.; 16 times, 5 cts.; 26 times, 4½ cts.; 39 times, 4½ cts.; 52 times, 3½ cts.; 78 times, 3¼ cts.; 104 times, 3 cts. Open space, reading notices and classified, same as daily.

GLOBE—Every Sunday. Established 1876. Globe Publishing Co., publishers. Subscription, \$2.50; sworn detailed average circulation for six months ending February, year 1914, 15,390*; 32 to 48 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 12 Central Row.

Advertising rates, one time, 8 cts. per line; to be used within one year, 2,500 lines, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines, 3 cts. a line. Reading notices, 40 cts. a line; 100 lines or more, within one year, 35 cts. a line. Classified, 1c. a word.

POST—Every evening except Sunday, and SUNDAY MORNING. Independent. Estab-

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lished, daily, 1856; Sunday, 1908. Evening Post Association, proprietors. Subscription, daily, \$3; circulation—not given by publishers; Sunday, \$2.50; daily, 10 and 20 pages; Sunday, 28 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices Office, 23 Asylum Street.

Advertising rates, daily, and Sunday, \$1 an inch; open space, within one year, 500 lines, 4 cts. a line; 2,000 lines, 2½ cts.; 3,500 lines, 2¼ cts.; 5,000 lines, or more, 2 cts. a line. Preferred position, 10 and 25% extra. Classified, 1c. a word (minimum charge, 25 cts.). Reading notices, 20 cts. per count line; telegraphic readers, 25 cts. a line.

TIMES—Every afternoon except Sunday. Democratic. Established 1841. Burr Printing Co., publishers. Subscription, daily, \$8; sworn detailed average circulation for year 1913, 23,165* net; 16 to 32 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 716 Main Street.

Advertising rates, agate, 8 cts. a line; 13 times, 7 cts.; 26 times, 6 cts.; 52 times, 5 cts.; 104 times, 4 cts. Extra space pro rata on fixed contract space of 28 lines or more. Preferred position, 15 and 25% extra. Open space, within one year, 1,000 lines, 7 cts. a line; 2,000 lines, 6 cts.; 3,000 lines, 5 cts.; 5,000 lines, 4 cts. Classified, 1c. a word for two consecutive insertions. Local notices, 20 cts. a line, with discount on 500 lines and over. Reading notices ("adv." attached), 50 cts. a line.

MERIDEN—Population 27,265. On N. Y., N. H. & H. R. R. Manufacturers gas fixtures, builders and saddlery hardware, fire-arms, organs, clocks, cutlery, sleigh bells, bronze and brass goods, silver plate and britannia ware; one concern alone employs several thousand men. Seat of State Reform School.

JOURNAL—Every evening except Sunday. Independent. Established 1886. The Journal Publishing Co., publishers. Subscription, \$8; sworn average circulation for six months prior to April 1, 1914, 7,000* net paid; 12 to 24 pages, 7 columns; length of columns, 19¼ in.; width, 2½ in. Can use matrices.

Advertising rates, e. o. d., or 2 times a week, plate matter, one inch, one time, \$1; one week, 50 cts. an inch per time; one month, 35 cts.; three months, 25 cts.; six months, 20 cts.; one year, 18 cts. an inch each insertion; 1 time a week, 50% additional. Open space, 100 in., 50 cts. an inch; 200 in., 42 cts.; 350 in. within one year, 35 cts.; 500 in., 25 cts.; 700 in., 21 cts.; 1,000 in., 20 cts. an inch. Composition, 7 cts. an inch extra; preferred position, 10 and 20% extra. Financial, publishers, hotels, resorts, schools and colleges, 35 cts. an inch. Reading notices, 20 cts. a line; two or more insertions, 18 cts.;

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first page, 25 cts. per count line. Classified, ½c. a word (minimum charge, 10 cts.); 2½ cts. per word, per week; if of a business character, 1c. a word (minimum charge, 50 cts.).

RECORD—Every morning except Sunday. Republican. Established 1860. The Republican Publishing Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April 1, 1914, 7,000*; 12 to 16 pages, 7 columns; length of columns, 20 inches; width, 2½ in. Can use matrices.

Advertising rates, e. o. d. or 2 t. a. w. plate matter, 1 inch, one time \$1; one week, \$3; one month, \$9.10; three months, \$19.50; six months, \$32.76; one year, \$56.16; 1 t. a. w. 50 per cent additional. Open space, 100 in. within one year, 50 cts. an inch. 250 in. 35 cts. an inch; 500 in. 25 cts.; 700 in. or more, 21 cts. an inch; composition, 7 cts. an inch extra. Financial, \$1 an inch first insertion, 50 cts. an inch each subsequent insertion; mail order, automobiles, rail roads, steam ships, publications, hotels, resorts, schools and colleges, 35 cts. an inch. Preferred position, 10 and 20 per cent extra. Classified, wants, for sale, etc., ½c. a word (minimum charge, 10 cts.). Reading notices, 15 cts. a line, first time; 2 or more insertions, 13 cts. a line; first page, 25 cts. per count line; pure news matter (8pt.), 25 cts. a line.

MIDDLETOWN—Population 20,749. On N. Y., N. H. & H. R. R. Manufacturers include plated and enameled ware, hardware, typewriters, cotton, silk, woolen, web and rubber goods, pump and other hydraulic machinery. Seat of Berkeley Divinity School, Wesleyan University, and here also are located the State General Hospital for Insane and Industrial School for girls.

PENNY PRESS—Every evening except Sunday. Independent. Established 1884. C. B. & G. E. King, publishers. Subscription, \$3; sworn average circulation, for six months prior to April 1, 1914, 8,440* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width 2½ in.

Advertising rates, electrotyped matter, continuous insertions, daily, 1 to 4 in., \$1 an inch per time; set matter, \$1.10 per inch; 5 in., electrotyped matter, 80 cts. an inch; 10 in., 57½ cts.; 20 in., 44 cts.; 100 in., 33½ cts.; 300 in., 25 cts.; 500 in., 20 cts.; 1,000 in., 18 cts. an inch. For e. o. d. add ½ to above rates. Reading notices, 10 cts. per count line. Classified, 2½ cts. a line (minimum charge, 10 cts.); three insertions, 2 cts. a line.

NEW BRITAIN—Population 43,916. N. Y., N. H. & H. R. R. Manufacturers knit goods, carpenters' tools, cutlery, locks, jewelry,

Anybody with money can advertise, but to advertise successfully necessitates experience, judgment and discrimination, these three: Nelson Chesman & Company.

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builders, cabinet and harness hardware; 31 factories in all with a total capital stock of \$13,000,000.00 and an annual pay roll of \$10,000,000.00; one institution alone employs more than 6,000 men. Seat of Connecticut State Normal School. Annual value of manufactured products, \$25,000,000.00.

HERALD—Every evening except Sunday, Independent. Established 1876. Herald Publishing Co., publishers. Subscription, \$7; sworn average circulation for six months prior to April 1, 1914, 5,615* net paid; 10 to 16 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 3 times, 40 cts.; 6 times, 30 cts.; 18 times, 25 cts.; 26 times or 100 in. within one year, 20 cts.; 200 in., 18 cts.; 52 times or 500 in., 15 cts.; 312 times, or 1,000 in., 12 cts. an inch. Special positions 20 and 25% extra. Reading notices, 10 cts. a line. Classified, 1c. per word.

PRZEWODNIK KATOLICKI.—(Polish). Every Friday. Catholic. Established 1907. Rev. L. Bojnowski, publisher. Subscription \$2; claimed average circulation for year 1913, 4,600; 52 pages, 2 columns; length of columns, 9 in.; width, 3¼ in. Forms close Saturday morning.

Advertising rates, one inch one week, \$1; two weeks, \$1.50; three weeks, \$1.75; one month, \$2; three months, \$5; six months \$9; one year, \$15 with discounts for additional space. Reading matter 12 cts. a line; local notices, 15 cts. a line; local news, 20 cts. a line. Classified, same as display.

Translations made—English to Polish or Polish to English.

RECORD—Every evening except Sunday. Republican. Established 1856. James L. Doyle publisher. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 5,876; 6 to 10 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 30 cts. an inch; 100 in., on yearly contract, 25 cts.; 500 in., 20 cts.; 1,000 in., 15 cts. an inch. Composition, 5 cts. an inch additional. Preferred position, 10 and 25% extra. Reading notices, 10 cts. a line; local news readers, 25 cts. a line. Classified, 1c. per word.

NEW HAVEN—Population 133,605. On N. Y., N. H. & H. R. R. Most important manufacturing and commercial city and port of entry for a very large foreign trade; more than 800 establishments are located here; manufactures include carriage, rubber goods, musical instruments, fire-arms, clocks, jewelry, needles and a variety of iron and steel goods. Seat of Yale University, including Peabody Museum, Yale School of Fine Arts, also Hopkins Grammar School. Annual value of manufactured products, \$58,000,000.00. Bank clearings during 1913, \$161,886,305.13.

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CONNECTICUT FARMER AND NEW ENGLAND FARMS—Every Saturday. Agricultural. Established 1846. The Connecticut Farmer Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 10,000; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 206 Meadow Street.

Advertising rates, agate line, 7 cts., flat. Reading notices, 15 cts. per line.

JOURNAL-COURIER—Every morning except Sunday. Independent. Established 1766. Carrington Publishing Co., publishers. Subscription, \$6; sworn detailed average circulation for year 1913, 12,727*; 16 to 24 pages, 7 columns; length of columns, 21 in.; width 2½ in. Can use matrices.

Advertising rates, agate 5 cts. a line; 1,000 lines within one year, 4 cts.; 2,000 lines, 3 cts.; 3,000 lines, 2½ cts. Position, 15 and 25% extra. Classified, 1c. a word; 4 cts. a word for 10 insertions. Reading notices, 30 and 40 cts. a line; telegraphic readers, 50 cts. per count line.

REGISTER—Every evening, except Sunday. **SUNDAY MORNING**. Independent. Established 1812. New Haven Register, publishers. Subscription, daily \$6; (Sunday, \$2); sworn detailed average circulation for year 1913, daily, 19,236*; Sunday, 15,630*; daily, 16 to 28 pages; Sunday, 32 to 64 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, 86-96 Crown Street.

Advertising rates, daily, nonpareil, for 3 in. or less, per inch, one time \$1.20; one week, \$3.70; one month, \$12; three months, \$26; six months, \$48; one year, \$84; from 4 to 10 in., one time, \$1.20 an inch; one week, \$3.70; one month, \$12; three months, \$24; six months, \$42; one year, \$72. Double column, when less than 5 in. deep, 25% extra; e. o. d., ¾; two times a week, ½; one time a week, ¼ of regular daily rates. Open space used within one year, 100 in., 80 cts. an inch; 200 in., 75 cts.; 350 in., 60 cts.; 500 in., 55 cts.; 1,000 in., 50 cts.; 1,500 in., 45 cts. an inch. Double column advertisements must be at least 2 in. deep. Classified, 1c. a word. one week (7 times), 5 cts. a word (minimum 10 words). Reading notices, daily or Sunday, 25 cts. per line; 500 lines or more in one year, 20 cts. a line; pure reading, daily or Sunday, 30 cts. a line. Sunday only, display, 1 inch, one time, \$1.50; one month, \$3.75; three months, \$9; six months, \$14; one year, \$24.

TIMES-LEADER—Every evening except Sunday. Independent. Established 1892. The Times Publishing Co., publishers. Subscription, \$3; sworn average circulation three months ending June, 1914, 10,615 net paid; 12 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 61-63 Orange Street.

Advertising rates, agate, 5 cts. a line; 1,000 lines within one year, 4 cts.; 3,000 lines, 3½ cts.; 5,000 lines, 3 cts. a line.

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Position, 25% extra. Classified, 1c. a word. Pure reading, 30 cts. per count line. Telegraphic readers, 50 cts. a line.
See advertisement on page 431.

UNION—Every evening except Sunday, and **SUNDAY MORNING**. Democratic. Established 1873. New Haven Union Co., publishers. Subscription, daily, \$3; Sunday, \$1.50; sworn average circulation for 1913, daily, 18,286*; Sunday, 10,725*; daily, 10 to 28 pages, Sunday, 28 to 58 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 80 Center Street.

Advertising rates, agate, daily or Sunday, 6 cts. a line; 1000 lines or 52 times, on yearly contract, 5 cts.; 3,500 lines or 104 times, 4 cts.; 7,000 lines or 156 times, 3 cts. a line. Mail order, steamships, schools, resorts, financial, books and publishers, 3 cts. a line, flat. Special position, 15 or 25% extra. Classified, 1c. a word (minimum, 15 words.) Reading notices, nonpareil, 20 cts. a line; body type, first page, \$1; inside pages, 50 cts. a count line.

YALE ALUMNI WEEKLY—Every Friday, from September to June, inclusive. Educational. Established, 1891. Yale Publishing Association, publishers. Subscription, \$3; claimed circulation for year 1913, 7,800; 24 to 32 pages, 2 and 3 columns; length of columns, 8½ in.; width, 3½ and 2½ in.

Advertising rates, nonpareil, \$2 an inch; per page, 50; ½, ¼ and ½ pages pro rata; outside back cover, \$75; 40% discount on 40 insertions.

NEW LONDON—Population 10,659, 2 railroads and steamer lines. An important summer resort. Port of entry with fine harbor; has ship yards and also manufactures woolen, sewing silk, brass tubing, electrical specialties, bed comfortables machines, machinery, hardware, printing presses, boilers and cotton gins.

DAY—Every evening, except Sunday. Republican. Established 1881. Day Publishing Co., publishers. Subscription, \$6; sworn detailed average circulation for year 1913, 7,743*; 12 to 16 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; 50 in., 50 cts.; 100 in., 40 cts.; 200 in., 35 cts.; 300 in., 30 cts.; 400 in., 27 cts.; 500 in., 24 cts.; 750 in., 22 cts.; 1,000 in., 20 cts. an inch. Composition, 10 cts. an inch extra. One inch, one time, \$1; one week, \$3.50; one month, \$10; three months, \$20; six months, \$32; one year, \$52; e. o. d., ⅔ of daily rates. Reading notices, 20 cts. a line. Classified, 24 words, 35 cts. for three times.

NORWICH—Population 20,367. On Thames River and 2 railroads. Has good water power, compressed air plant, large cotton mills and several fire-arms factories. Prin-

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cial products consist of woolen, velvet, cotton goods, corks, rubber goods, paper, locks, thermos bottles, stoves, trunks, buttons and cast iron. 52 manufacturing industries, employing 4,411 men and paying in wages \$3,640,000.00 annually. Annual value of manufactured products, \$15,050,000.00.

BULLETIN—Every morning except Sunday. Republican. Established 1858. William H. Oat, publisher. Subscription, daily, \$6; sworn detailed average circulation for year 1913, 8,547*; 8 to 12 pages, 8 columns; length of columns, 21½ in.

Advertising rates, agate 7½ cts. a line; on contract, 13 times or 1000 lines, 5 cts.; 2,000 lines 4 cts. 52 times or 3,000 lines, 3 cts.; 104 times or 5,000 lines, 2½ cts.; 10,000, 18/10 cts. a line. Special position, 25% extra. Classified, 5 cts. a line. Readers, 25 cts. a count line; among announcements, 15 cts. a line.

WATERBURY—Population 73,141. On N. Y., N. H. & R. R. Manufactures more than half of all the brass goods of the country; large factories of brass, copper goods, German silver, wire, silver plate, lamp trimmings, percussion caps, files, pins, suspenders, pearl goods; also clocks and watches.

AMERICAN—Every evening, except Sunday. Independent. Established 1844. American Printing Co., publishers. Subscription, \$8; claimed average circulation for year 1913, 7,300; 12 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1 inch minimum, one time, \$1; two times, 75 cts.; one week, 55 cts.; one month, 29 cts.; three months, 22 cts.; six months, 20 cts.; twelve months, 15 cts. an inch; on contract, 150 in., 50 cts.; 250 in., 40 cts. an inch; 500 in., 33 cts.; 1,000 in., 25 cts. an inch. Position, 15 and 33¼% extra. Classified, 25 words, or less, 25 cts. Reading notices, 20 cts. a line.

DEMOCRAT—Every evening except Sunday. Democratic. Established 1881. Waterbury Democrat (Inc.), publishers. Subscription, \$5; sworn average circulation for six months prior to October, 1913, 4,482* net paid; 10 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, transient, 75 cts. per inch; 50 in. on yearly contract, 50 cts. per inch; 100 in., 40 cts.; 250 in., 35 cts.; 500 in., 25 cts.; 1,000 in. or more, 20 cts. Composition, 5 cts. an inch additional. Reading notices, local, 25 cts. a line, run of paper, 15 cts. a line.

HERALD—Also Bridgeport **HERALD**. Known as the two **Heralds**. Every Sunday. Independent. Established 1888. F. R. Swift Estate, publishers. Subscription, \$2; claimed

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combined, average circulation, for year 1913, 25,493; 16 pages, 7 columns; length of columns, 19 in.; width, 2½ in. Can use matrices. Forms close Friday.

Advertising rates, 5 cts. a line, flat; financial, railroad, steamship, poultry and poultry supplies, 6 cts. a line. Special positions, 15% extra. Reading notices, 30 cts. a count line. Classified, 2½ cts. per word. All rates cover both editions.

REPUBLICAN—Every morning including SUNDAY. Independent. Established 1881. William J. Pape, publisher. Subscription, daily, \$6; Sunday, \$2; circulation—not given by publisher; daily, 12 to 16 pages; Sunday,

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20 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 per inch, first time; 50 cts. subsequent insertions; 8 times, or 50 in. within one year, 45 cts. an inch; 12 times, or 100 in., 40 cts.; one month, or 200 in., 35 cts. an inch; three months, or 500 in., 28 cts. an inch; six months or longer, or 1,000 in. are furnished, 5 cts. an inch discount. Preferred position extra. Double column advertisements must be at least one inch in depth. Classified, 25 words, 3 days or less, 25 cts. Reading notices, 20 cts. per count line. First page, 30 cts. a line. Discount on 2 or more insertions; telegraphic readers, 25 cts. per nonpareil line; headlines count double.

DELAWARE

WILMINGTON—Population 87,411. On Delaware and Christina Rivers, Pennsylvania; Philadelphia & Reading and Baltimore & Ohio railroads and two Interurban Traction systems. Port of entry and commercial metropolis of Delaware. Has rolling mills, machine shops, foundries, iron and steamboat works, railroad car works, carriage shops, morocco, rubber hose, talking machine, tobacco, cotton and woolen factories, flour, paper, wood pulp and powder mills. Annual value of manufactured products, \$67,832,500.00. Bank clearings during 1913, \$90,389,361.00.

EVERY EVENING—Every evening except Sunday. Independent Democratic. Established 1866. Every Evening Printing Co., publishers. Subscription, \$3; sworn average circulation, for six months ending March 31, 1914, 11,589*; 10 to 20 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 5th and Shipley Streets.

Advertising rates, daily, agate, 98 cts. an inch, 3 times, 70 cts. per time; 26 times, 35 cts.; 78 times, 28 cts.; 312 times, 25 cts. an inch, per time; 40 in., 35 cts. an inch; 150 in., 28 cts.; 300 in., 25 cts. Preferred position extra. Locals, first page, 20 cts. per count line; any page but first, 10 cts. a line. Classified, 1c. a word.

JOURNAL—Every evening except Sunday. Republican. Established 1888. The Evening Journal Pub. Co., publishers. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 14,837* net paid; 10 to 32 pages; width, 2½ in. Office, 4th and Shipley Streets.

Advertising rates, one inch, one time, 56 cts.; 100 in. within one year, 35 cts.; 300 in.,

28 cts. Strictly mail order advertising, 35 cts. an inch, flat. Resorts, educational and publishers, 42 cts. an inch. Minimum space for display, one inch. Preferred position, 25% extra. Reading notices, 15 cts. per count line; first page and telegraphic readers, 25 cts. a line. Classified, 7 cts. a line first insertion; 5 cts. subsequent insertions; 60 cts. per line per month.

See advertisement on page 442.

NEWS—Every morning except Sunday. Independent Republican. Established 1882. The News Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for year ending April 30, 1914, 10,517*; 10 to 24 pages, 7 columns, length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 511 Market Street.

Advertising rates, agate, 7 cts. a line; subsequent insertions, 5 cts. a line; 50 to 99 in., 35 cts. an inch; next reading, 40 cts.; full position, 45 cts. an inch; 100 in., 28 cts. an inch; next reading, 30 cts.; full position, 35 cts.; 500 in., or more, 25 cts. an inch; next reading, 27½ cts.; full position, 31¼ cts. an inch. Classified, 7 cts. a line first insertion; 5 cts. a line each subsequent insertion. Reading notices, 15 cts. a line; local brevities, 10 cts.; telegraphic readers, 25 cts. a line.

See advertisement on page 476.

SUNDAY MORNING STAR—Independent. Established 1881. The Star Publishing Co., Publishers. Subscription, \$2.50; claimed average circulation for six months ending May 31, 1914, 8,891; 28 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 317 Shipley Street.

Advertising rates, agate, 3 cts. a line. Preferred position, 3½ cts. a line. Classified, 1c. per word.

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WASHINGTON—Population 331,069. On Potomac River and 10 railroads. As the Capital of the United States it is the center of Political interests and has numerous costly and imposing edifices, among which is the Capital, White House, different Department buildings, Congressional Library, National Museum, Smithsonian Institute, Corcoran Art Gallery, U. S. Naval Observatory and Washington Monument. Annual value of manufactured products, \$37,000,000.00.

AMERICAN FEDERATIONIST—Monthly. Official organ of the American Federation of Labor. Established 1894. American Federation of Labor, publishers. Samuel Gompers, editor. Subscription, \$1; circulation—not given by publisher; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 801-809 G Street, N. W.

Advertising rates, ¼ page, per year, \$100; ½ page, \$180; ¾ page, \$300; one page, \$500.

AMERICAN FORESTRY—Monthly. Forest. Waters, Soils and Minerals. Established 1895. The American Forestry Association, publishers. Subscription, \$2; claimed average circulation for year ending June, 1914, 11,500; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 26th preceding month. Office, 1410 H. Street, N. W.

Advertising rates, agate, 25 cts. a line; page, \$40; ½, ¼ or ⅓ page, pro rata.

AMERICAN MOTORIST—Monthly. Motoring. Established 1909. American Automobile Association Publishing Co., publishers. Subscription, \$1; detailed average circulation for year 1913, 49,295*; 84 pages, 3 columns; length of columns, 10 in.; width, 2¾ in. Office, Riggs Building.

Advertising rates, ⅓ page, \$36; ¼ page, \$60; ½ page, \$90; ⅓ page, \$110; one page, \$180, with discount on time contracts.

AMERICAN STANDARD—Monthly. (1st) Army and Navy interests. Established 1913. American Standard Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 25,000; 18 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Forms close 25th of preceding month. Office, 14th and E Streets, N. W.

Advertising rates, agate, 10 cts. a line. Readers, 20 cts. a count line. Classified, 1c. per word.

AMERICAN WOOL AND COTTON REPORTER—See Boston, Mass.

ARMS AND THE MAN—Every Thursday. Military and Shooting. Established 1885. Arms and The Man Publishing Co., publishers.

Subscription, \$3; claimed circulation for year 1913, 25,000; 20 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Forms close Mondays preceding. Office, 1502 H Street, N. W.

Advertising rates, agate, 12½ cts. a line; ⅓ page, one time, \$8; ¼ page, \$15; ½ page, \$28; one page, \$50.

ARMY AND NAVY MEDICAL RECORD—Bi-monthly (15th). Medical, surgical and dietetic. Established 1891. Arthur G. Lewis, editor and publisher. Claimed average circulation for 1913, 14,900; 120 pages, bound in cloth, 2 columns; length of columns, 8¼ in.; width, 2½ in. Can use matrices. Forms close on 25th of month preceding. Office, Baltic Building. Editorial and Advertising Department, Hammonton, N. J.

Advertising rates, full page \$50; ½ page, \$30; ¼ page, \$20; ⅓ page \$10, with discounts on six and twelve month contracts.

ARMY AND NAVY REGISTER—Every Saturday. Military and Naval. Established 1879. Army and Navy Publishing Co., publishers. Subscription, \$3; detailed average circulation for last three months 1913, 9,323* net paid; 32 pages, 3 and 4 columns; length of columns, 14 in.; width of columns, 3 and 2¼ in. Can use matrices. Office, 511 11th Street, N. W.

Advertising rates, agate, wide columns, 35 cts. a line; narrow column, 25 cts a line. Discount on 3 months or more.

CATHOLIC EDUCATIONAL PRESS—See advertisement on page 458.

CATHOLIC EDUCATIONAL REVIEW—Monthly. Catholic. Educational. Established 1911. The Catholic Education Press, publishers. Subscription, \$3; claimed average circulation for year 1913, 4,000; 96 pages, one column; length of column, 8 in.; width, 4¼ in. Can use matrices. Forms close 10th preceding month.

Advertising rates, one inch double column, \$5; two inch d. c., \$7; ¼ page, \$11; ½ page, \$18; one page, \$30, with discounts on yearly contracts.

FLEET REVIEW—Monthly. Naval. Established 1910. Fleet Review Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for five months ending May, 1914, 5,839*; 64 pages, 2 columns; length of columns, 7½ in.; width, 2¾ in. Forms close 16th. Office, 511 Eleventh Street, N. W.

Advertising rates, \$5 an inch; full page, \$40; ½ page, \$25; ¼ page, \$15, with discount on yearly contracts.

HERALD—Every morning including SUNDAY. Independent. Established 1906. The Washington Herald Co., publishers. Subscription, \$5.40; claimed average circulation for

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year 1913, 32,122 net; 16 pages, 7 columns; width of columns, 2½ in. Office, 1322 New York Avenue.

Advertising rates, agate, transient, 14 lines or more, 12 cts. a line; 26 times, or a 1,000 lines within one year, 11 cts. a line; 52 times, or 2,000 lines, 10 cts.; 104 times, or 3,000 lines, 8 cts.; 156 times, or 5,000 lines, 6 cts. a line. Position next reading, i.e. a line additional; full position, 2 cts. a line extra; minimum space for full position, or double column advertisements, 28 lines. Mail order including both, Sunday and Monday issues 8 cts. a line. Reading notices, 40 cts. a line; first page, 75 cts.; telegraphic readers, \$1 per line. Classified 1c. a word.

JOURNAL OF KNIGHTS OF LABOR—Monthly. Labor. Established 1880. Subscription, 50 cts.; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Forms close 20th preceding month. Office, 43 B Street, N. W.

Advertising rates, \$7 an inch, each insertion; ¼ page (210 lines), 45 cts. a line agate; ½ page, 42½ cts.; ¾ page, 40 cts.; one page, 37½ cts. a line; back page, \$393.75.

LIFE AND HEALTH—Monthly. Hygiene. Established 1885. Review & Herald Publishing Association, publishers. Subscription, \$1; claimed average circulation for year 1913, 43,750; 48 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, Takoma Park Station.

Advertising rates, agate, 35 cts. a line; \$5.75 an inch each insertion; ¼ page, \$16.50; ½ page, \$30; one page, \$60.

MACHINISTS' MONTHLY JOURNAL—Monthly. Official organ of Railroad Machinists. Established 1888. Claimed circulation, average for 1913, 80,000; 98 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 6th preceding month. Office, McGill Building.

Advertising rates, agate, per inch, \$10; ¼ page, \$33; ½ page, \$55; 1 page, \$90. Discount on three months contract, 10%; six months, 15% and one year, 33⅓%.

MISSIONARY—Monthly (1st). Catholic. Established 1896. The Catholic Missionary Union, publishers. Subscription, \$2; sworn detailed average circulation for six months ending June, 1914, 43,890*; 80 pages, 2 columns; length of columns, 7¼ in.; width, 2½ in. Cannot use matrices. Forms close 10th of month preceding. Office, Brookland Post Office.

Advertising rates, full page, \$60; ½, ¼ or ⅛ page, pro rata; back cover, \$100; inside cover, \$75.

NATIONAL GEOGRAPHIC MAGAZINE—Monthly. Literary, Geographic, Travel, Scientific. Established 1888. National Geographic Society, publishers. Subscription, \$2.50;

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sworn average circulation by direct subscription for 1913, 286,500*; 112 pages and cover, 2 columns; length of columns, 8½ in.; width, 2¼ in. Office, 16th and M Streets.

Advertising rates, one page, \$4.75; ⅓, ¼ and ½ pages pro rata.

NATIONAL HIBERNIAN—Monthly. A. O. H. Official Organ. Established 1901. Patrick J. Haltigan, editor and publisher. Subscription, 25 cts.; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Forms close 6th of current month. Office, 60 Line Screen.

Advertising rates, 75 cts. a line. Reading notices, 50% additional.

NATIONAL TRIBUNE—Every Thursday. Family. Established 1877. National Tribune Co., publishers. Subscription, \$1; average circulation for 1913, 146,200; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 14th and E Streets, N. W.

Advertising rates, agate, 30 cts. a line, flat. Classified, 20 cts. a line. Reading notices, 50 cts. a line.

See advertisement on page 487.

NAVY—Monthly (1st). Naval. Established 1907. The Navy Publishing Co., publishers. Subscription, \$2; sworn average circulation for year 1913, 5,800*; 64 pages, 2 columns; length of columns, 8¼ in.; width, 3½ in. Cannot use matrices. Forms close 20th. Office, 518 Southern Building.

Advertising rates, full page, \$50; ½ page, \$25; ¼ page, \$16.75; ⅛ page, \$12.50; ⅓ page, \$6.50; with discounts of 2½, 5 or 10% on 3, 6 or 12 month contracts.

PATHFINDER—Every Saturday. News Review. Established 1894. Pathfinder Publishing Co., publishers. Subscription, \$1; guaranteed average circulation for year 1914, exceeding 70,000; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10 days in advance.

Advertising rates, agate, 25 cts. a line; no discount for time or space.

See advertisement on page 450.

POST—Every morning including SUNDAY. Independent. Established 1877. The Washington Post Co., publishers. Subscription, daily, \$6; Sunday, \$2.40; sworn average circulation for six months prior to April 1, 1914, daily, 32,246* net paid; Sunday, 51,450* net paid; daily, 12 to 16 pages; Sunday, 50 to 70 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Post Building.

Advertising rates, daily, agate, 15 cts. a line; 2 times consecutively, 14 cts. a line; 3 times, 13½ cts.; Sunday, 13 cts. a line; 2 times, 16 cts.; 3 times, 15 cts. Open space within one year, 1,000 lines daily, 13 cts.;

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Sunday, 14 cts. a line; 2,500 lines, 12 or 13 cts. a line; 5,000 lines, 10 or 11 cts.; 10,000 lines, 9 or 10 cts. a line; financial, daily, 15 cts. a line; Sunday, 18 cts.; automobile advertising, 10 cts. a line; preferred positions, 10 and 25% extra. Double column advs., must not be less than 28 lines deep; triple column, 75 lines deep. Classified, 2 cts. per word. Reading notices, 50 cts., last page, 75 cts. and first page, \$1 a count line; preferred readers in body type, \$1 a line; telegraphic readers, \$1.50 a line; black full head-ings count double.

POSTAL RECORD—Monthly. Postal. Es-tablished 1887. National Association of Let-ter Carriers, publishers. Subscription, \$1; claimed average circulation for year ending April, 1914, 30,000; 28 pages, 3 columns; length of columns, $9\frac{1}{2}$ in.; width, $2\frac{3}{4}$ in. Forms close 10th preceding month. Office, 945 Pennsylvania Avenue, N. W.

Advertising rates, \$3 an inch; 27 in. with-in one year, \$2.50 an inch; 54 in., \$2.40; 81 in., \$2.30; 108 in., \$2.20; 135 in., \$2.10; 160 in. or more, \$2 an inch. Position and cover pages, 25% extra. Reading notices, 30 cts. a line.

POSTMASTERS' ADVOCATE—Monthly. Postal News. Established 1895. Postmasters' Advocate Publishing Co. (Inc.), publishers. Subscription, 50 cts. Claimed average cir-culation for year 1913, 25,000; 24 pages, 4 columns; length of columns, $11\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Forms close first of each month. Office, National Bank of Washington Building.

Advertising rates, agate, 20 cts. a line; full page, \$98; $\frac{1}{2}$ page, \$56; $\frac{1}{4}$ page, \$30 Reading notices, 30 cts. a line each insertion. Classified, 5 cts. per word.

R. F. D. NEWS—Every Saturday. Devoted to the interest of Rural Free Delivery Car-riers. Established 1902. W. D. Brown, pub-lisher. Subscription, \$1; claimed average circulation for year 1913-4, 27,000; 24 pages, 3 columns; length of columns, 10 in.; width, 2% in. Can use matrices. Forms close Wednesday. Office, Evans Building.

Advertising rates, 22 cts. a line; 4 times, 20 cts.; 13 times, 18 cts.; 26 times, 15 cts.; 52 times, 12 cts. a line; $\frac{1}{4}$ page, \$20; $\frac{1}{2}$ page, \$35; one page, \$60.

STAR—Every evening except Sunday, and **SUNDAY MORNING STAR**. Independent. Established, daily, 1852; Sunday, 1905. Evening Star Newspaper Co., publishers. Subscription, daily, \$4.80; Sunday, \$2.40; daily and Sunday, \$7.20; sworn average

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circulation for year ending March 31, 1914, daily, 63,393* net paid; Sunday, 47,698* net paid; daily, 16 to 24 pages; Sunday, 48 pages and magazine supplement, 8 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 1101 Pennsylvania Avenue.

Advertising rates, daily, 15 cts. a line, flat; Sunday, 10 cts. a line, flat. Full position, $2\frac{1}{2}$ cts. a line extra. Double column advertise-ments must be 42 lines deep. Classified, 1c. a word for agents, help wanted, etc.; real estate, educational and resorts, 15 cts a line, with discount on 2 or more insertions. City items in reading type, 20 cts. a line. Local mention in reading type, 30 cts. a line. Read-ing notices, with mark, 75 cts. per line, (in agate at foot of columns, 50 cts. a line). Sunday, display, 10 cts. a line, flat.

TIMES—Every evening including **SUNDAY EVENING**. Independent. Established 1894. Frank A. Munsey, publisher. Subscription, evening and Sunday, \$3.50; sworn average net circulation for six months prior to October, 1913, daily and Sunday, 42,605; 14 to 26 pages, 8 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices. Of-fice, Munsey Building, Pennsylvania Avenue, between 13th and 14th Streets.

Advertising rates, daily, or Sunday, agate, 15 cts. a line. Open space used within one year, 1,000 lines, 13 cts.; 52 times or 2,500 lines, 12 cts. a line; 78 times or 5,000 lines, 11 cts.; 104 times or 7,500 lines, 10 cts.; 156 times or 10,000 lines, or more, 9 cts. a line. Double column advertisements must be at least 28 lines; triple column, 70 lines and four columns, 100 lines deep. Financial 15 cts. a line; new publications, 12 cts. a line. Auto-mobile, 7 cts. a line, flat; resorts, 8 cts.; 15 times, 7 cts. a line; 30 times, 6 cts. a line per insertion. Classified, situations or help wanted, rooms for rent, boarding rooms and board, railroad and steamship time tables, 8 cts. a line; other classifications, 10 cts. a line. Reading notices, 50 cts. a line; first page (not exceeding 14 lines), \$1 a line (marked "Adv"). Combination rate, including Sun-day issues of above and Baltimore News, Philadelphia Times and New York Press; 45 cts. a line, flat.

U. S. GOVERNMENT ADVERTISER—Every Thursday, Government Contracts. Es-tablished 1882. C. H. Ridenour, and J. E. Jenks, publishers. Subscription, \$5; claimed average circulation for 1913, 7,250; 24 pages, 4 columns; length of columns, 13 in.; width, $2\frac{1}{4}$ in. Office, 511 11th Street, N. W.

Advertising rates on application.



FLORIDA

GAINESVILLE—Population 6,183. On 3 railroads. Seat of State University. Located in Phosphate Belt and enjoys considerable prestige as a health resort. Commerce includes market gardening and various manufactures. Three national, two state and two private banks.

SUN—Semi-Weekly, Mondays and Thursdays, also daily except Monday. Democratic. Established 1881. H. H. McCreary, editor and publisher. Subscription, semi-weekly, \$1; daily, \$5; claimed circulation for year 1913, semi-weekly, 5,600; daily, 2,400; 8 pages, 5 columns; length of columns, 17½ in.; width, 2½ in.

Advertising rates on application.

JACKSONVILLE—Population 57,699. On St. John's River and 5 railroads. (10 regular steamers each week for Northern Ports). Commercial center of Florida of which it is the largest city. Excellent harbor with 30-foot channel to the ocean and has a very large foreign and coast commerce in phosphate, cotton, lumber, rosin, turpentine, cigars, vegetables and fruits. Its industries include naval stores, lumber, cigar and cigar-box manufactures, coffee and spice mills, cracker, candy, machinery, ship building, fruit packing establishments as well as large nurseries; is also a prominent winter resort. Exports during 1913, 1,672,476 tons, and imports, 824,426 tons. Bank clearings during year 1912, \$168,442,388.72.

METROPOLIS—Every evening except Sunday. Democratic. Established 1887. The Metropolis Co., publishers. Subscription, \$5; Saturday edition only, \$1; sworn average circulation for 1913, 18,223*; 12 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line, flat. Preferred positions, 15 and 25% extra. Classified, 1c. per word. Star readers, 30 cts. a line; telegraphic readers, 50 cts. a count line.

TIMES-UNION—Every morning including SUNDAY. Democratic. Established 1878. Florida Publishing Co., publishers. Subscription, \$7.50 in city; \$6 out of city; sworn average circulation, year 1913, daily, 22,849* net; Sunday, 24,921* net; daily, 14 to 28 pages; Sunday, 56 to 80 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. per line, flat. Preferred position, 10 and 25 per cent extra. Local reading notices, 250 lines, within one year, 25 cts. per count line; 500 lines, 20 cts.; 1,000 lines, 15 cts. a line. Tele-

graphic notices, 75 cts. per count line. Classified rates, 1c. a word (minimum charges, 25 cts.).

LAKE WORTH—Population 800. Located 6 miles from Palm Beach on Florida Coast Railroad. Truck and fruit farming being the principal industries.

HERALD—Every Thursday. Independent-Local. Established 1912. R. D. Strong, editor and publisher. Subscription, \$1.50. Sworn average circulation for six months ending June, 1914, 12,500; 8 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch, flat; position advertising, 80 cts. an inch; editorial or first-page, \$1 an inch. Readers, 18 cts. a line; editorial or first-page, \$1 a line.

PENSACOLA—Population 22,982. On Pensacola Bay and 3 railroads. Port of entry, has excellent harbor and extensive commerce, being nearer to Panama Canal than any other Gulf Port. Ships vast quantity of lumber, cotton, wool, tallow, hides, fishing and naval stores. Claimed to be the largest fresh fish market south of Baltimore. Its industries include fertilizer factory, planing and saw mills, etc.; sixty manufacturing establishments in all, with a combined capital of \$2,000,000.00. Pensacola Navy Yard and Fort Barrancas. Coast Artillery is in vicinity.

JOURNAL—Every morning. Democratic. Established 1898. F. L. Mayes, publisher. Subscription, daily, \$6.50; claimed average circulation for year 1913, 7,343; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 24 cts. an inch; next reading, 15% extra; full position, 25% extra. Classified (minimum 20 cts.) 1c. per word. Reading notices, 20 cts. a line, with discount on 100 lines and over.

NEWS—Every evening except Sunday, and SUNDAY morning. Democratic. Established 1889. News Publishing Co. (Ltd), publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 5,627* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 23 cts. an inch, flat; preferred position, 25% extra. Reading matter, body type (7 pt.), 10 cts. a line; in black face, (12 pt.), 15 cts. a line. Classified, one insertion, 1c.; three insertions, 1½ cts.; six insertions, 2 cts.; twelve insertions, 3½ cts. a word.

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ST. AUGUSTINE—Population 5,494. On Matanzas Bay, Florida East Coast R. R. and Florida Coast Inland. The oldest town in the U. S., is a famous winter resort and the trade center for a very wide territory. Adjoining famous Hastings and Irish potato growing district; value of 1914 crop \$1,000,000.00. Cigar manufacturing principal industry. Does considerable canal shipping. General offices and repair shops of Florida East Coast R. R. located here. Bank deposits during 1913, \$2,500,000.00. Postal receipts, \$50,000.00.

FLORIDA FARMER & HOMESECKER—Monthly (10th). Agricultural. Established 1889. Florida Farmer Company, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 6,280; 28 pages, 4 columns; length of columns, 12 in.; width, 2½ in.

Advertising rates, agate, 7 cts. a line; full page, \$35.28; ½, ¼ or ⅓ page, pro rata. Classified, 3 cts. per word.

See advertisement on page 447.

TAMPA—Population 37,782. On Tampa Bay and 5 railroads. Has excellent harbor and very large coast and foreign trade, with regular lines of steamships between coastwise ports and Havana. A city hall to cost \$235,000 and a better sewerage system to cost \$600,000 are now under way of construction. Has 110 miles paved streets. More than 200 cigar factories employing more than 15,000 people, the trade aggregating more than \$207,000,000 annually; has a number of lumber mills, and also includes in its commercial resources fruit culture, phosphate, fishing, naval stores. There is more phosphate mined and shipped from this territory than all the rest of the world combined and seventy-five per cent of all the citrus fruits and vegetables grown in the state are within 100 miles of Tampa. Also a well-known winter resort to which probably 100,000 visitors are attracted annually. Port's commerce was

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for 1913, 2,222,000 long tons, valued at more than \$38,000,000.00. Annual value of manufactured products, \$40,000,000.00. Bank clearings during 1913, \$52,680,438.49.

FLORIDA GROWER—Weekly (Saturday) Agricultural. Established 1908. Florida Growers Pub. Co., publishers. Subscription, weekly, \$1.50; detailed average circulation for 1913, 11,153*; 16 or more pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 8 cts. a line.

See advertisement on page 480.

TIMES—Every evening except Sunday. Democratic. Established 1893. Tampa Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending June, 1914, 15,029* net; 14 to 20 pages; Saturday edition, 20 to 28 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 2½ cts. a line, flat. Preferred position, 15 and 25% extra. Reading notices, 10 cts. a line; pure readers in body type, 20 cts. a line. Classified, 1c. a word.

TRIBUNE—Every morning including SUNDAY. Democratic. WEEKLY Thursdays. Agricultural. Established 1894. Tampa Tribune Publishing Co. (Inc.), publishers. Subscription, daily, \$6; weekly, \$1; sworn average circulation, for six months prior to April, 1914, daily and Sunday, 18,782* net paid; weekly, 11,060*; daily, 12 to 16 pages; Sunday, 24 to 32 pages; weekly, 12 to 24 pages; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 6 cts. a line; 1,000 lines, within one year. 5 cts.; 3,000 lines, 4 cts.; 5,000 lines, 3 cts. Preferred position, 10 or 20% additional. Reading notices, 15 cts. a line; telegraphic readers, 25 cts. a line. Classified, 1c. a word. Weekly, display, 3 cts. a line flat.

See advertisement on page 466.

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ATHENS—On Oconee River and 5 railroads. Fine water electric power; principle industries, woolen mills, cotton and hosiery mills; ice and overall factories; manufactures more than twenty-five different articles and it is claimed to market more cotton than any city of its size in the world. Seat of University of Georgia, Lucy Cable Institute, State Agricultural College and State Normal School.

HOME & FARMSTEAD—Every other Saturday. Home and Agricultural. Established 1900. The O'Farrell Publishing Co., publishers. Subscription, 50 cts.; claimed aver-

age circulation for six months ending June, 1914, 5,700; 20 to 30 pages, 4 columns; length of columns, 11 in.; width, 2½ in. Cannot use matrices.

Advertising rates upon application.

See advertisement on page 455.

WOMAN'S WORK—Monthly. Household. Established 1887. T. L. Mitchell, publisher. Subscription, \$1; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close 25th preceding month.

Advertising rates, agate, 25 cts. a line; discount for aggregate space of 7 in. or over,

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in one issue, 5%; 14 in., 10%; 28 in., 15%; 56 in. (one page), 20%; 112 in. or over, 25%.

ATLANTA—Population 154,839. Fourteen radiating steam railroad lines. One of the most important manufacturing distributing centers in the entire South. The principal industries are as follows: Flour, paper, cotton and cotton oil mills and agricultural implement factory, together with several fertilizer factories. Its trade in lumber is no less important than that of cotton and is likewise an important horse and tobacco market. Seat of Georgia School of Technology, Agnes Scott Female College, Cox Female College, Washington Seminary for young ladies, Atlanta College of Physicians and Surgeons, Atlanta Medical College, two Dental Colleges and a College of Pharmacy, as well as the following colored institutions; Atlanta University, Clark Theological School, Gammon School Theology and Spillman University. Sales of real estate during 1913, \$35,000,000. Annual value of manufactured products, city and county estimated, \$50,000,000. Bank clearings during 1913, \$691,000,000.

AMERICAN—Sunday edition of Georgian, which see.

CHRISTIAN INDEX—Every Thursday. Baptist. Established 1821. Bell & Graham, publishers. Subscription, \$2; sworn average circulation for year ending June, 1913, 12,047* 32 pages, 3 columns; length of columns, 10 3/4 in.; width, 2 3/4 in. Office, 41 East Ellis Street.

Advertising rates, \$1.20 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

CONSTITUTION—Every morning including SUNDAY, and TRI-WEEKLY, Tuesdays, Thursdays and Saturdays. Democratic. Established 1868. Constitution Publishing Co., publishers. Subscription, daily and Sunday, \$6; sworn average circulation for year 1913, daily, 44,331* net; Sunday, 48,783* net; tri-weekly, \$1; sworn average circulation (same period), each issue, 104,979* net; 12 to 84 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, daily or Sunday, 10 cts. a line; on yearly contracts, 1,000 lines, 8 cts.; 2,500 lines or more, 6 1/2 cts. a line. Next to or following reading matter, 10%, or full position, 15% extra. Wine and whiskey advertisements, 10 cts., flat; amusements, 15 cts., flat; schools, colleges, resorts and publishers, 8 cts. flat, a line. Reading notices, 25 cts. per nonpareil line; telegraphic readers (no discount) \$1 per nonpareil line, daily, or Sunday. Classified, 1c. per word. Tri-weekly all editions, 50 cts. per agate line. Reading notices, \$1 per nonpareil line. Classified, 50 cts. a line.

See advertisement on page 470.

COTTON—Monthly. Textiles. Established 1872. W. R. C. Smith Publishing Co., pub-

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lishers. Subscription, 50 cts.; claimed circulation, average for 1913, 5,000; 120 pages, 2 columns; length of columns, 10 in.; width 3 1/2 in.

Advertising rates, 1/8 page, \$7; 1/4 page \$12; 1/2 page, \$18; 3/4 page, \$30; one page, \$50. Discount on 6 months or longer.

ELECTRICAL ENGINEERING—Monthly. Electrical. Established 1878. W. R. C. Smith Publishing Co., publishers. Subscription, 50 cts.; foreign, \$1.50; claimed average circulation, for year 1913, 9,000; 100 pages, or more, with cover, 2 columns; length of columns 10 in.; width, 3 1/2 in. Office, Grant Building.

Advertising rates, 1/8 page, \$7; 1/4 page, \$12; 1/2 page, \$18; 3/4 page, \$30; one page, \$50; discount on six months or longer.

GEORGIAN—Every evening except Sunday; AMERICAN, Sunday. Independent. Established 1906. The Georgian Company, publishers. Subscription, \$7; sworn average circulation for six months prior to April, 1914, daily, 51,397* net; Sunday, 98,552; daily, 16 to 28 pages; Sunday, 60 to 100 pages; daily or Sunday, 8 columns; length of columns, 20 in.; width, 2 3/4 in. Can use matrices. Office, 20 E. Alabama Street.

Advertising rates, agate, daily, 10 cts.; Sunday, 15 cts. a line; 52 insertions or 2,500 lines, 9 or 13 cts.; 78 times or 5,000 lines, 8 or 12 cts.; 156 times or 10,000 lines, within 12 months, 7 or 10 cts. a line, for daily or Sunday respectively. Special positions, 10 and 25% extra.

GOLDEN AGE—Every Thursday. Baptist. Established 1902. Wm. D. Upshaw, editor. Subscription, \$2; sworn detailed average circulation, for year ending July 1913, 10,225*; 16 pages, 4 columns; length of columns 13 in.; width, 2 1/2 in. Office, Austell Building.

Advertising rates, \$1.02 an in., with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

INDEPENDENT—Every Saturday. Colored. Established 1903. Independent Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 25,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices, Office, 200 Auburn Avenue.

Advertising rates, agate, 4 cts. per line, flat. Reading notices and locals \$1 per in.

See advertisement on page 457.

JACOBS AND COMPANY.

See advertisement on pages 502, 503, 504, 505 and 506.

JOURNAL—Every afternoon except Sunday, SUNDAY MORNING, and SEMI-WEEKLY, Tuesdays and Fridays. Democratic. Established 1883. The Atlanta Journal Co., publishers. Subscription, daily, \$5; Sunday,

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\$2; sworn detailed average circulation for six months prior to April, 1914, daily, 52,220 net; Sunday, 57,542* net; semi-weekly, \$1; sworn average circulation for 1913, 108,721*; daily, 16 to 24 pages; semi-weekly, 8 pages; Sunday, 40 to 78 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Journal Building.

Advertising rates, daily or Sunday, agate, less than 1,000 lines, 10 cts. a line; 1,000 lines, 9 cts.; 2,000 lines or more, 8 cts. Full position, 15% extra. Educational and resorts, 8 cts. a line each insertion. Wine, whiskey and beer advertising in daily and Sunday, 10 cts. a line, flat. Amusements, 15 cts. a line, flat. Classified, 10 cts. a line, with discount for time. Reading notices, marked "adv.", nonpareil, 25 cts. a line; telegraphic readers, \$1 per count line. Semi-weekly, display, 40 cts. a line, covering both issues weekly; no discount for time or space in semi-weekly. Classified in semi-weekly same as for display. Wine, whiskey and beer advertising in semi-weekly, 60 cts. a line, flat. Reading notices, 75 cts. per nonpareil line.

See advertisement on page 429.

NATIONAL FIELD—Every Thursday. Agricultural. Established 1913. Farmers Union of America, publishers. Subscription, \$1; detailed average circulation June 30, 1914, 74,579* net; 30 to 32 pages, 4 columns; length of columns, 13 5/14 in.; width, 2¼ in. Can use matrices. Office, 1510 Hurt Bldg.

Advertising rates, 30c. a line; full page (748 lines) \$200.

See advertisement on page 431.

NEW SOUTH BAKER—Monthly (1st.) Trade. Established 1909. Loyless and Brown, publishers. Subscription, \$1; claimed average circulation for year 1913, 4,000; 52 pages, 2 columns; length of columns, 11¼ in.; width, 4 in. Cannot use matrices. Forms close 15th preceding month. Office, 623-25-26 Hurt Building.

Advertising rates, \$3 an inch; ¼ page, \$6; ½ page, \$9; ¾ page, \$15; full page \$27, with discounts on 3, 6 or 12-month contracts. Front cover, \$50; back cover, \$35. Color rates on application.

SATURDAY NIGHT—Every Saturday. Independent-Pictorial Weekly. Established 1914. J. Bernard Lyon, publisher. Subscription, \$2; guaranteed average circulation for 1914-15, 5,000; 12 to 16 pages, 6 columns; length of columns, 19½ in.; width, 2¼ in. Can use matrices. Forms close Thursday.

Advertising rates, agate, 84 cts. an inch; full page, \$90; ½ page, \$47; ¼ page, \$24; one column, \$16.25. Reading notices (nonpareil), 15 cts. a line.

See advertisement on page 464.

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SODA DISPENSER—Monthly (15th.) Trade. Established 1907. Donald A. Loyless, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 10,000; 50 pages, 2 columns; length of columns, 9 in.; width, 3½ in. Forms close 1st. Office 623-25-26 Hurt Building.

Advertising rates, full page, \$42; ½ page, \$25; ¼ page, \$16; ⅛ page, \$12, with discounts on 3, 6 or 12-month contracts.

SOUTHERN CULTIVATOR AND DIXIE FARMER—Semi-monthly (1st & 15th.) Agricultural. Established 1843. The Cultivator Publishing Co., publishers. Subscription, \$1; detailed average circulation for year 1913, 47,517; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices. Forms close 10 days in advance. Office, 22½ S. Broad Street.

Advertising rates, agate, 20 cts. a line.

SOUTHERN ENGINEER—Monthly (1st.) Technical. Established 1904. W. R. C. Smith Publishing Co., publishers. Subscription, 50 cts.; sworn average circulation for twelve months ending May, 1914, 20,500*; 150 pages, 2 columns; length of columns, 10 in., width 3½ in. Office, Grant Building.

Advertising rates, full page, \$75; ½ page, \$45; ¼ page, \$27.50; ⅛ page, \$16.50, with discounts on 6 or 12 month contracts.

SOUTHERN FANCIER-FARMER—Monthly (15th.) Poultry and Farm. Established 1886. Southern Fancier Pub. Co., publishers. Subscription, 50 cts.; claimed average circulation for year ending July 31, 1914, 25,000; 44 to 64 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Forms close 25th preceding month.

Advertising rates, agate, 15 cts. a line.

SOUTHERN FARMING—Southern edition of the **ORANGE JUDD WEEKLIES**.—Every Saturday. Agriculture. Established September 1912. Orange Judd Company, publishers. Subscription \$1; sworn average circulation for year 1913, 75,519*; 28 or more pages, 4 columns; length of columns 13 11-14 in.; width, 2¼ in. Forms close Thursday of preceding week. Office, Candler Building.

Advertising rates, agate, 35 cts. a line, flat; full page (772 lines), \$250. Reading notices, minion, 70 cts. a line. Classified, 4 cts. a word. For combination rate, with American Agriculturist Northwest Farmstead, Orange Judd Farmer and New England Homestead, see American Agriculturist, New York City.

SOUTHERN MACHINERY—Monthly. Mechanical. Established 1905. W. R. C. Smith

Consistent advertising simplifies production by reducing kind, style and variety.

GEORGIA

Publishing Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for twelve months ending May, 1914, 7,500*; 108 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close 20th preceding month. Office, Grant Building.

Advertising rates, full page, \$50; ½ page, \$30; ¼ page, \$18; ⅓ page, \$10; ⅛ page, \$6 with discounts of 10 or 20% on 6 or 12 month contracts.

SOUTHERN RURALIST — Semi-monthly (1st and 15th). Agricultural. Established 1893. Southern Ruralist Co., publishers. Subscription, 50 cts.; detailed circulation, Sept. 1, 1914, 250,000*; 24 to 56 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close ten days in advance. Office, 116 E. Hunter Street.

Advertising rates, agate, \$1 a line, flat; full page, \$700, extra color \$25 extra each in section. Classified, 8 cts. per word.

See advertisement on page 449.

WATTS' OFFICIAL RAILWAY GUIDE — Monthly (1st). Railroad and hotel. Established 1886. Watts Publishing Co. (Inc.), publishers. Subscription, \$2; claimed average circulation for year 1913, 7,000; not given by publisher; 284 pages, 1 column; length of columns, 7½ in.; width, 3¼ in. Can use matrices. Office, 601-2 Gould Building.

Advertising rates, ¼ page 3 months, \$9.40; 6 months, \$15.65; 12 months, \$26.25; ¼ page, \$15.65, \$26.25 or \$45; ½ page, \$23.45, \$41.25 or \$62.50; ¾ page, \$31.25, \$52.50 or \$90; full page, \$56.25, \$93.75 or \$150 for three, six or twelve months. Classified, 3 cts. per word.

WESLEYAN CHRISTIAN ADVOCATE — Every Friday. Official organ of the Methodist Episcopal Church, South. Established 1836. W. C. Lovett, editor. Subscription, \$2; sworn average circulation for year ending June, 1914, 10,538*; 32 pages, 3 columns; length of columns, 10½ in.; width, 2 1/5 in. Office, Wesley Memorial Building.

Advertising rates, \$1 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

WESTMINSTER MAGAZINE — Monthly. Presbyterian. Established 1912. Westminster Company, publishers. Subscription, \$1; sworn average circulation for year 1913, 10,000; 24 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Cannot use matrices. Forms close 15th of preceding month. Office, Empire Life Building.

Advertising rates, \$1 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. respectively. Readers, special positions or other requirements, 25% extra.

AUGUSTA — Population 48,301. On Savannah River and 9 railroads. Has a \$100,000,000 barge line to coast. Has a 54,000 horse

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power water power plant and a number of large cotton factories as well as flour and lumber mills, cotton seed oil mills, 4 ice factories, chemical and marble works, foundries; brick yards and machine shops of the Georgia R. R. Big fruit growing and canning factories, as well as one of the largest inland markets of the world in cotton. Seat of Medical College of Georgia. There is in course of construction a \$2,000,000.00 levee to protect city from floods; \$6,500,000.00 expended in building in 1913. Annual value of manufactured products, \$122,000,000.00.

CHRONICLE — Every morning including SUNDAY. Democratic. Established 1785. Augusta Chronicle Publishing Co., publishers. Subscription, daily and Sunday, \$6; claimed average circulation for 1913 daily, 9,353; Sunday, 10,999; 10 to 60 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 5 cts.; 2,000 lines, 4 cts.; 3,000 lines, within one year, 3½ cts.; 5,000 lines, 2½ cts. a line. Classified, 7 ct. a line, with discount for time. Reading notices, 20, 25 and 30 cts. a line; telegraphic readers, 30 cts. a line.

See advertisement on page 495.

HERALD — Every evening except Sunday. SUNDAY MORNING. Established 1890. Herald Publishing Co., publishers. Subscription, daily, \$5; Sunday, \$1; sworn average circulation for six months ending March 31, 1914, daily, 10,465*; Sunday, 10,266*; daily, 8 to 16 pages; Sunday, 24 to 36 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 500 lines within one year, daily or Sunday, 4 cts. a line; 1,000 lines, 3½ cts.; 2,000 lines, 3¼ cts.; 3,500 lines, 3 cts.; 5,000 lines, 2½ cts.; 7,000 lines or more, 2 cts. a line. Position, 10 and 25% extra. Reading 15 cts. a line; telegraphic readers, daily, 50 cts. a line. Classified, 1c. a word (minimum charge, 25 cts.).

See advertisement on page 497.

COLUMBUS — Population 20,554. On Chattoahoochee River and 3 railroads. The leading cotton manufacturing town of the South. Here is located the Phoenix Cotton Mill of 46,000 spindles and a number of other smaller institutions nearly as large. Industries also include iron and plow works, barrel and bagging factories; also has an excellent water power.

ENQUIRER-SUN — Every morning except Monday, including Sunday. Democratic. Established 1828. Enquirer-Sun Company, publishers. Subscription, \$6; claimed average circulation for 1913, daily, 6,400; Sunday, 6,800; daily, 8 to 12 pages, Sunday, 20 to 28 pages; daily and Sunday, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1½ cts. a line flat; effective Jan. 1, 1915, 2 cts. a line flat. Read-

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ing notices, 10 cts. a line. Classified 1c. per word.

LEDGER—Every evening except Saturday and Sunday. **SUNDAY MORNING**. Democratic. Established 1886. R. W. Page, publisher. Subscription, daily, \$5; Sunday, \$1; sworn average circulation for six months prior to April 1914 daily, 8,053* net paid; Sunday, 8,650* net paid; 8 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, brevier, 50 cts. an inch; 250 in. on yearly contract (2 times a week) 30 cts.; 500 in. (3 times a week), 25 cts. an inch. Classified, 1c a word (minimum charge, 15 cts.). Reading notices, 20 cts. a line; first page, 50 cts.

SOUTHERN CHRISTIAN RECORDER—Every Thursday. African Methodist. Established 1889. Rev. G. W. Allen, editor and publisher. Subscription, \$1; circulation—not given by publisher; 4 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, one inch minimum, 50 cts.; one inch 6 months, \$2.75; one year, \$5.25. Discount of 10% on plate matter. Readers in news columns (minimum 25 cts.), 2 cts. a line.

GAINESVILLE—Population 5,925. Located in a farming and mining district, on the Gainesville Midland and the Southern Railroad. Mineral springs in the vicinity and is a popular summer and health resort.

HOME HELPER—Monthly. Family-Mail Order. Established 1911. The Helper Publishing Co., publishers. Subscription, 20 cts.; claimed average circulation for first six months 1914, 5,000; 16 pages, 4 columns; length of columns, 18 in.; width, 2½ in.

Advertising rates, 42 cts. an inch. Classified, 1 cent per word.

MACON—Population 40,665. On Ocmulgee River and 6 railroad lines. Is in the heart of the famous peach belt, being the distributing point for said product. Has a vast trade in cotton of which 150,000 bales were received in 1912, and of which probably 50,000 bales are used in their cotton mills. Is the largest brick market in the South, having an annual out-put of 100,000,000. Manufactures also include machine shops, sash and blind works, railroad repair shops, iron and brass foundries, fertilizer, wagon and harness factory, cotton seed oil and products and saw mills. Combined pay rolls of the various industries amounting to more than \$500,000.00 per month. Seat of Mercer University; Pio Nono College, Wesleyan Female College, Georgia Academy for the Blind, St. Stan-

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islaus College (Catholic), M. De Sales Academy (Catholic), two Business Colleges and five institutions for colored people. Postoffice receipts for the year 1913, \$171,781.82. Bank clearings for year 1913 amounted to \$212,292,211.44. Annual value of manufactured products, \$18,669,000.00.

NEWS—Every evening except Sunday. Democratic. Established 1884. Macon News Printing Co., publishers. Subscription, \$5, sworn average circulation for year ending March 31, 1914, 12,606* net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 4 cts. a line; 1,400 lines or more within one year, 3 cts. a line; full position, ½c. per line, extra. Classified, 1c. per word. Reading notices, pica, 40 cts. a line; brevier, 20 cts. a line.

See advertisement on page 438.

TELEGRAPH—Every morning, including SUNDAY. Democratic. Established 1826. Macon Telegraph Publishing Co., publishers. Subscription, daily and Sunday, by mail, \$5; by carrier, \$7; sworn average circulation for 1913, daily, 16,594*; Sunday, 18,316*; daily, 12 to 16 pages (Sunday, 40 to 60 pages), 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; 2,000 lines, 4 cts. a line; full position, ½c. a line extra; minimum space, 7 lines. For each column in width, advertisements must be at least one inch deep. Classified, 1c. a word. Reading notices, 20 cts. per count line, with discount on 1,000 lines or over.

SAVANNAH—Population 65,064. On Savannah River and 6 railroads. Port of entry, has fine harbor and is the leading commercial city of Georgia. Very large coast and foreign trade; the largest trade of any city in the world in shipping naval stores also in manufacture and shipping of fertilizers and second largest trade of any city in the United States in shipment of cotton; also does an immense shipping business in early fruits and vegetables; likewise lumber, barrels, boxes and veneers, brooms, buggies, cotton seed products, paints, soap, rosin, oil, and printing ink, hides and wool. Annual value of manufactured products, \$15,000,000.00. Bank clearings during 1913, \$280,538,512.00.

NEWS—Every morning including SUNDAY, and SEMI-WEEKLY, Mondays and Thursdays. Democratic. Established 1850. Morning News Co., publishers. Subscription, daily, \$8; weekly, \$1; claimed average circulation for year 1913, daily, 13,196 net paid; Sunday 19,498; weekly, 5,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, daily or Sunday, 10 cts. per agate line. Open space within one year,

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250 lines, 8 cts.; 500 lines, 7 cts.; 1,000 lines, 6 cts. a line; 2,500 lines, 5 cts.; 5,000 lines, 4 cts.; 10,000 lines, 2 cts. a line. Position 10 and 25% extra. Reading notices, 20 cts. per minion line; 20, 33½ and 50% discount on 26, 52 or 104 insertions respectively. Classified (minimum, Sunday 25 cts. or daily, 15 cts.), 1c. per word. Twice-a-week, display, 5 cts. per line. Discount, 20, 33½ and 50% on 26, 52 or 104 insertions respectively.

PRESS—Every evening, except Sunday. Established 1892. Democratic. Pleasant A. Stovall, publisher. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 11,892* net; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line, flat; preferred position, 10 and 25% extra. Classified, 1c. a word. Reading notices, 10 cts. a line.

See advertisement on page 487.

THOMPSON—Population 2,151. On Georgia Railroad. Cotton, sweet potatoes, peaches

GEORGIA

and grain largely grown; has large cotton factory and cotton seed oil mill and most extensive shipments of cotton and fruit.

JEFFERSONIAN—Every Thursday. Rural. Literary. Established 1906. Thos. E. Watson, editor and publisher. Subscription, \$1; claimed average circulation for 1913, exceeding 50,000, 20 to 24 pages, 4 columns; length of columns, 13 in.; width 2½ in. Forms close Saturday preceding.

Advertising rates, agate, 10 cts. a line. Classified, 2 cts. a word.

WATSON'S MAGAZINE—Monthly (1st). Literary. Established 1907. The Jeffersonian Publishing Co., publishers. Claimed average circulation for year 1913, exceeding \$50,000. Subscription, \$1; 100 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, agate 25 cts. a line; one page, \$50; ¼ or ½ pages, pro rata. Classified, 5 cts. per word.

IDAHO

BOISE—Population 17,358. Capital and commercial center of Idaho. On Boise River and Oregon Short Line R. R. Wholesale center for large irrigated section. Shipping point for lumber, fruit, wool and hides. U. S. Arrowrock Dam supplies water for 200,000 acres of land leading industries are creameries; cigar, candy, broom, trunk, shirtwaist, harness, apiary (bee-keeping), supply and canning factories; quarries; cement, soap, sweeping compound, brick bunting, tent and awning works; bakeries; packing houses; coffee roasting plants; breweries, foundries and machine shop. U. S. Assay office, Land office, State penitentiary and Soldiers' Home located here.

CAPITAL NEWS—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established, 1901. Capital News Publishing Co. Ltd., publishers. Subscription, \$6; claimed average circulation for year 1913, 9,964; daily, 8 to 16 pages, Sunday, 26 to 36 pages, daily and Sunday; 7 columns; length of columns, 20 in.; width 2½ in. Can use matrices.

Advertising rates, 4 cts. a line; on yearly contract, 2,500 lines, 3½ cts.; 5,000 lines or more, 3 cts. a line. Preferred position, 25% additional. Classified, 1c. a word. Reading notices, minion, 20 cts. a line first time; 10 cts. each subsequent insertion.

IDAHO FARMER—Semi-Monthly (1st and 15th). Agricultural. Established 1914. Northwest Farm Press Co., publishers. Sub-

scription 50c. Guaranteed average circulation for 1914-15, 10,000. 20 pages, 4 columns, length of columns, 14 in., width 2½ in. Can use matrices. Forms close 15th of month preceding and 1st of month of publication.

Advertising rates, agate, 7c a line. In combination with **WASHINGTON FARMER** and **OREGON FARMER**, 23c a line.

IDAHO STATESMAN—Every morning including **SUNDAY**. Republican. Established 1864. Statesman Printing Co., publishers. Subscription, \$7; sworn average circulation for six months prior to April 1914, daily, 12,610* net paid; Sunday, 12,588* net paid; 8 to 36 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; 1,000 lines, 3½ cts.; 5,000 lines, 3 cts.; 10,000 lines, or more, 2½ cts. a line. Preferred position, 10 and 25% extra. Reading notices, 20 cts. per count line. Classified, 1c. a word.

ST. ANTHONY—Population 1,238. Located 40 miles from Idaho Falls on the Oregon Short Line Railroad. Farming and fruit growing being engaged in quite extensively throughout the surrounding territory.

WESTERN FARMERS' REVIEW—Every Thursday. Agricultural. Irrigation. Established 1895. Capital News Publishing Co. (Ltd.), publishers. Subscription, \$1.50; sworn average circulation for year ending April, 1914, 7,207* net paid; 12 pages, 7

IDAHO

columns; length of columns, 20 in.; width, 2 $\frac{1}{8}$ in. Can use matrices.

Advertising rates, 50 cts. an inch.

CALDWELL—Population 3,543. On Oregon Short Line R. R. (Harriman System). Devoted entirely to farming, stock raising and fruit growing; winter apples being the main fruit crop, which are unexcelled any place in the world and of which there are thirty thousand acres of orchards, coming into bearing together with a large acreage of old orchards. Center of rich agricultural and grazing country and Boise-Payette Irrigation projects. Educational center of South Idaho, being the home of the College of Idaho. Is County Seat of Canyon

IDAHO

County, richest and most populous county in state.

GEM STATE RURAL AND LIVE STOCK JOURNAL—Monthly. Agricultural. Live Stock. Established 1895. Gem State Rural Publishing Co. Ltd., publishers. Subscription, \$1; claimed average circulation for last six months, 1913, \$18,104*; 40 pages and cover, 4 columns; length of columns, 12 in.; width, 2 $\frac{1}{8}$ in. Forms close 15th of preceding month.

Advertising rates, agate (minimum charge, \$1); 7 cts. a line, flat; full page (672 lines), \$47.04; $\frac{1}{2}$ page, \$23.52; inside front cover or outside back cover (two colors), 100% extra. Special position inside, 25% extra. Readers, 20 cts. a line. Classified, 5 cts. a word.

ILLINOIS

ALTON—Population 17,538. Located 25 miles north of St. Louis, Missouri, on Mississippi river, Chicago & Alton, Cincinnati, Chicago & St. Louis, and Chicago, Burlington & Quincy railroads. Considerable river trade and is a distributing point for agricultural produce. Extensive lime and building stone quarries in vicinity. Other industries are: Flour and paper mills; glass, agricultural and carriage works; oil, mining tool and ice plants. Seat of Shurtleff College, Ursuline Academy, Monticello Seminary and Western Military Academy. Annual income from the various industries, approximately, \$30,000,000.00.

TELEGRAPH—Every evening except Sunday. Republican. Established 1836. Telegraph Publishing Company, publishers. Subscription \$5.20. Sworn average circulation for six months prior to April, 1914, 4,557* net paid; 8 pages, 7 columns; length of columns, 20 $\frac{3}{4}$ in.; width, 2 $\frac{1}{8}$ in. Cannot use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch additional. Special position, 10 or 20% extra. Locals 5 cts. a line.

AURORA—Population 29,807. Located in the center of what is claimed to be the finest farming land in the world; on 6 railroads and is the center of an interurban system extending in every direction. Three-fourths of street mileage are paved. Maintains its own lighting plant; likewise its own water works, supplying every part of the city from six artesian wells. Manufactures include large cotton and flour mills, machine shops, scraper and dumpers, pumping and conveying machinery, carriage, sash and blind factories, garment, corsets, silver ware, brass ware, automobile, pneu-

matic and electric tools, soda fountain, motorcycle and door hanger factories; also locomotive car shops of the C. B. & Q. R. R. Annual value of manufactured products, \$18,000,000.00. Bank clearings during the year 1913, approximately, \$35,000,000.00.

BEACON-NEWS—Every evening except Sunday. Progressive. Established 1846. Aurora Beacon Publishing Co., publishers. Subscription, \$3; detailed average circulation for year ending April, 1914, 15,414*; 12 to 20 pages, 8 columns; length of columns, 21 in.; width, 2 in. Can use matrices.

Advertising rates, 50 cts. an inch, flat; on contract, 35 cts. an inch; any required position 25% extra. Composition, 5 cts. an inch extra. Classified, 25 words or less, 25 cts. additional words, 1c. a word. Reading notices, 15 cts. per count line, flat.

BLOOMINGTON—Population 25,768. 4 steam and 2 electric railways. Coal mining extensively carried on and breeding of fine horses and imported stock largely engaged in. Great horse market; annual sales, \$1,100,000.00. Annual pay roll of \$4,500,000.00 divided among 75 manufacturing establishments and factories, including machine shops of the C. & A. Ry., which employs more than 2,000 men. Seat of Illinois State Normal School and Illinois Wesleyan University. Annual value of manufactured products, \$4,000,000.00. Bank clearings during 1913, \$36,827,855.60.

BULLETIN (The)—Every evening except Saturday and Sunday, SUNDAY MORNING. Democratic. Established 1881. Braley & O'Donnell, publishers. Subscription, \$5; sworn circulation for six months ending

ILLINOIS

March, 1914, daily and Sunday, 7,172*; daily, 8 to 16 pages; Sunday, 16 to 24 pages, 7 and 8 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; 1,400 lines within one year, 2 cts. a line; 7,000 lines, 1½ cts.; 14,000 lines, 1¼ cts. a line; when matrices are used, 2 cts. an inch, or when composition is required, 5 cts. an inch additional. Preferred positions, 15 and 20% extra. Classified, 1c. a word, first insertion; ½c. each subsequent insertion. Personals and medicine notices, 2 cts. a word. Reading notices, 25 cts. a line; 300 lines, 15 cts.; 1,000 or more lines, 12½ cts. a line; telegraphic, 25 cts. a line.

PANTAGRAPH—Every morning except Sunday. Republican. Established 1846. The Pantagraph (Inc.), publishers. Subscription, \$4; weekly, \$1; sworn detailed average circulation for year 1913, 15,922* net paid; 8 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 1 in., one time, 42 cts.; one month, 35 cts.; six months, 28 cts.; e.o.d. 3 months, 35 cts.; 1 year, 28 cts. Open space used within one year, less than 5,000 lines, 3 cts.; 5,000 lines 2½ cts.; 10,000 lines, 2 cts. per line. Preferred position, 15 and 25 per cent extra. Reading notices, 20 cts. a line, with discount on 300 lines and over. Classified, 1c. a word, first insertion; ½c. each subsequent consecutive insertion.

SCHOOL AND HOME EDUCATION—Monthly (July and August omitted). Educational. Established 1880. The Public School Publishing Co., publishers. Subscription, \$1.25; circulation—not given by publisher; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close on 25th of preceding month. Can use matrices.

Advertising rates, 1 inch, \$3; three months, \$8. five months, \$13; ten months (one year), \$24; 2 in., one year, \$40; one page, ten months (one year), \$200; position, ¼ extra. Reading notices, 25 cts. per nonpareil line.

CANTON—Population 10,453. On two railroads. At the buckle of the famous Illinois Corn Belt. Trade center for a very rich farming and mining district. The home of the largest plane factory in the world; other industries include large agricultural implement works, machine shops and foundry, glove factory as well as brick, tile and cigars; a number of coal mines in vicinity.

LEDGER—Every evening except Sunday. Independent. Established 1912. Canton Ledger Co., publishers. Subscription, \$5; sworn detailed circulation for six months prior to April 1914, 5,167* net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; full position, 20 cts. an inch, flat. Composition, 5

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cts. an inch additional. Readers, 12½ cts. a line. Classified, thirty words three times, 25 cts.

See advertisement on page 492.

REGISTER—Every evening except Sunday. Republican. Established 1890. C. E. Snively, publisher. Subscription, \$3.50; sworn average circulation, for year ending March, 1914, 5,388* net paid; 10 to 16 pages, 7 columns; length of columns, 21 in. Can not use matrices.

Advertising rates, agate, 2 cts. a line; on 5,000 line contract, 1½ cts. a line. Readers, 12½ cts. a line. Classified (minimum 25 cts) 1c. per word.

CARLINVILLE—Population 3,616. Located on Chicago & Alton R. R. and is the trade center for a thriving agricultural district. Chief industries are tile and monument works, brick yards and coal mine. Has natural gas. Blackburn (Presbyterian) College is located here.

OTWELL'S FARMER BOY—Monthly (1st). Youth. Established 1905. Will B. Otwell, editor and publisher. Subscription 50 cts. Claimed average circulation for year 1913, 40,000; 16 pages, 4 columns; length of columns, 12¼ in.; width, 2½ in. Use matrices. Forms close 20th of preceding month.

Advertising rates, 10 cts. a line; \$1 an inch; full page \$45.

CHAMPAIGN—Population 12,421. 4 railroads. Headquarters and general offices Illinois Traction System. In the center of a fertile farming section. Manufactures devoted largely to automobiles, refrigerators, textile goods, and various kinds of tools.

NEWS—Every morning except Monday and evening except Sunday, and SEMI-WEEKLY, Wednesday and Saturday. Independent Republican. Established, Morning 1903; Evening, 1895. E. B. Chapin, editor and publisher. Subscription, morning, \$3; evening, \$5; sworn average circulation for year ending March, 1914, 5,952* net paid; semi-weekly, 3,653 each issue; 12 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, daily (morning and evening), first insertions, 25 cts. an in.; subsequent insertion, 20 cts. Reading notices, 10 cts. per line; subsequent insertions, 7½ cts. Classified 5 cts. a line. The same rates prevail over the country or semi-weekly edition.

CHICAGO—Population, 1910 census, 2,185,283; as estimated July 1, 1914, 2,393,325. The estimated population of the metropolitan district is 2,572,248, the latter including the City of Chicago and the suburbs immediately adjacent to it but not within the city limits. Chicago is a metropolis of the first rank and the great central market of

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the United States. It is the second city in point of population in the United States and the fourth in the world. It is the greatest railroad center, being the terminus of twenty-seven trunk lines. The annual value of manufactured products in 1913 was \$1,768,872,000.00. The region around and which looks to Chicago as the market of its chief commodities, is an area rich in mineral resources and the richest area of the size on earth in the matter of soils. The city is noted for the magnitude of its business establishments, industry and trade. It is a leading market in dry goods, general merchandise and other manufactured products. It is the foremost distributing center for grain, provisions and live stock; a financial center of great importance, the combined capital, surplus and undivided profits of its national and state banks being \$155,029,724.00 and the deposits in the same amount to \$1,059,833,572.00; the clearings for 1913 being \$16,073,130,524.00. It has a notable system of public parks and playgrounds, famous educational and scientific institutions, excellent hotels and fine business buildings. It is the seat of the University of Chicago and the professional departments of the Northwestern University.

ABENDPOST—Every evening except Sunday, and **SONNTAGPOST**, Sunday morning. German. Established 1889. The Abendpost Co., publishers. Subscription, \$3; sworn average circulation for year ending March 31, 1914, daily, 48,308* net paid; Sunday, 39,570* net paid; 8 to 16 pages (Sunday, 16 to 24 pages), 7 columns; length of columns, 2 1/4 in.; width, 2 1/2 in. Can use matrices. Office, 223-225 W. Washington Street.

Advertising rates, agate, 15 cts. a line. Reading notices, 50 cts. a line. Lowest contract, display, 7 1/2 cts. a line. Double column advertisements must be not less than 50 lines deep. No ads. on first page.

See advertisement on page 435.

ADVANCE—Every Thursday. Congregational. Established 1867. Advance Publishing Co., proprietors. Subscription, \$2; claimed average circulation for year 1913, 15,543; 32 to 64 pages, 3 columns; length of columns, 1 1/4 in.; width, 2 1/2 in. Office, 700 East 40th Street.

Advertising rates, agate, 15 cts. a line; six insertions, or 100 lines, 14 cts.; thirteen insertions, or 250 lines, 13 cts.; twenty-six insertions, or 500 lines, 12 cts.; fifty-two insertions, or 1,000 lines, 11 cts.; back cover (500 lines), \$70. Preferred position, 1c. a line extra.

AGENTS AND MAIL ORDER DEALERS MAGAZINE—Bi-monthly (1st). Agents and Mail Order. Established 1911. The Agents Publishing Company, publishers. Subscription, 50 cts; claimed average circulation for year 1913, 10,000; 20 pages, 3 columns; length of column, 10 in.; width, 2 1/2 in. Can not use matrices. Forms close 20th of month preceding. Office, 519 So. Dearborn Street.

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Advertising rates, 35 cts. a line; \$3.50 an inch; full page, \$50; 1/2 page, \$30; 1/4 page, \$15. Classified, 3 cts. per word.

AMERICAN—Every evening except Sunday. Democratic. Established 1900. Evening American Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April 1, 1914, 355,008* net paid; 12 to 28 pages, 8 columns; length of columns, 20 in.; width, 2 1/7 in. Can use matrices. Office, 326 W. Madison Street.

Advertising rates, agate, 40 cts. a line; special positions, (minimum space 28 or 42 lines), 45 and 50 cts. a line; pages two or three or woman's page, 60 cts. a line; medical advertising, 60 cts. a line. Discount, 2 1/2 % on 52 insertions within one year, or 5,000 lines; 5 per cent on 78 times, or 10,000 lines; 7 1/2 % on 104 times, or 15,000 lines; 10 % on 156 times or 20,000 lines. Advertisements must occupy 10 lines in space. Single column, run of paper; 42 lines, if in position to carry above discounts; double column ads. must not be less than 42 lines deep; triple columns ads., not less than 75 lines deep; four column ads., not less than 100 lines deep; five column ads., 125 lines deep; 6 to 8 columns, not less than 140 lines deep. Automobile advertising, 35 cts. a line, less 20 % for 2,500 or more lines. Special and business notices, 50 cts. a line, with discount. Reading notices (except page 1), \$2; first page, \$3 a line.

AMERICAN CARPENTER AND BUILDER—Monthly. Trade. Established 1905. American Carpenter and Builder Co., publishers. Subscription, \$2; sworn detailed average circulation for year ending March 10, 1914, 42,430* net paid; 176 to 200 pages, 2 columns; length of columns, 10 in.; width, 3 1/4 in. Forms close 20th preceding month. Can use matrices. Office, 1827-1833 Prairie Avenue.

Advertising rates, agate, 55 cts. a line; 1/2 page, one time, \$22.50; 1/4 page, \$40; 1/2 page, \$75; one page, \$140, with discounts on three months or longer. Special positions, back cover, 50%; inside covers or opposite editorial pages, 25%; opposite inside or index or on reading pages in back section, 15%; opposite reading in back section, 10 % extra.

AMERICAN CO-OPERATIVE JOURNAL—Monthly. Independent. Established 1905. Co-operative Journal Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 10,500; 80 to 112 pages; 3 columns; length of columns, 10 in.; width, 2 1/2 in. Forms close 10th of current month. Cannot use matrices. Office, 230 LaSalle Street.

Advertising rates, agate, 20 cts. a line; discount on 3 or more insertions.

AMERICAN EDUCATIONAL REVIEW—Monthly. Educational. Inter-Collegiate. Established 1879. American Educational Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 144 pages, 2 col-

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umns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month. Office, 315 Dearborn Street.

Advertising rates, one inch, one time, \$6; ¼ page, \$16; ½ page, \$28; one page, \$50.

AMERICAN FARMING—Monthly (1st). Agricultural. Established 1906. American Farming Publishing Co., publishers. Subscription, 25 cts.; guaranteed average circulation for 1914-5, 80,000; 24 to 44 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, 40 cts. a line, flat. Preferred position, 15% extra; reading matter, 25% additional.

AMERICAN FIELD—Every Saturday. Sportsmanship. Established 1874. American Field Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, exceeding 18,000; 32 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close Tuesday morning preceding. Office, Masonic Temple.

Advertising rates, display, \$2.50 an inch; one month, \$2; three months, \$1.92; six months, \$1.54; one year, \$1.15 an inch per time. Classified, 3 cts. a word first insertion; each additional consecutive insertion, 2 cts. a word. Reading notices, \$1 a line.

AMERICAN FOOD JOURNAL—Monthly. Pure Foods. Established 1906. The American Food Journal, publishers. Subscription, \$2; claimed average circulation for 1913, 10,000; 36 pages, 2 columns; length of columns, 9½ in.; width, 3 2/7 in. Office, 15 South Market Street.

Advertising rates, \$10 an inch; two months, \$15; three months, \$20; six months, \$35; one year, \$60 an inch.

AMERICAN JEWELER—Monthly. Trade. Established 1882. Hazlitt & Walker, publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 56 pages, 2 columns; length of columns, 10½ in.; width, 3¼ in. Office, 607 South Dearborn Street.

Advertising rates, ⅓ page (1½x4 in.), one time, \$2; three months, \$5.25; six months, \$10; one year, \$20; ½ page, one time, \$4; ¼ page, \$7; ½ page, \$14; one page, \$28.

AMERICAN JOURNAL OF CLINICAL MEDICINE—Monthly. Medical. Established 1894. The Abbott Press, publishers. Subscription, \$2; claimed average circulation for 1913, 25,000; 224 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th preceding month. Can use matrices. Office, 4759 Ravenswood Ave.

Advertising rates, one inch, (⅓ page), one time, \$15; ½ page, one time, \$20; ¼ page, \$30; ½ page, \$55; one page, \$100. Discounts, 5, 10 and 15% on 3, 6 and 12 months respectively. Classified, \$2; for 25 words or less; additional words, 8 cts. each.

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AMERICAN JOURNAL OF VETERINARY MEDICINE—Monthly (1st). Veterinary. Established 1906. D. M. Campbell, D. V. S., editor and publisher. Subscription, \$2; sworn detailed average circulation for year 1913, 7,022; 96 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Office, 445 Plymouth Court.

Advertising rates, full page, \$25; 3 months, \$70; 6 months, \$135; one year, \$250; ½ page, \$15, \$42, \$80 and \$150; ¼ page, \$10, \$28, \$54 and \$100; ⅓ page, \$6, \$17, \$32 and \$60, respectively, for one, three, six or twelve insertions. Classified, 25 words, \$1 minimum; additional words, 4 cts. each.

AMERICAN LUMBERMAN—Every Saturday. Lumber-trade. Established 1873. American Lumberman (Inc.), publishers. Subscription, \$4; claimed average circulation for year 1913, 13,450; 112 pages, 3 columns; length of columns, 13 in.; width, 3 in. Can use matrices. Office, 431 So. Dearborn Street.

Advertising rates, \$3.50 an inch; full page, \$103.50; ½ page, \$60; ¼ page, \$34.50; ⅓ page, \$18.50; ⅛ page, \$10.50, with discounts on two or more insertions.

AMERICAN POULTRY JOURNAL—Monthly (1st). Poultry. Established 1874. American Poultry Journal Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 65,000; 84 to 252 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th preceding month. Can use matrices. Office, 542 So. Dearborn Street.

Advertising rates, agate, 40 cts. a line; 1,000 lines, 35 cts.; 2,000 lines, 30 cts. a line; by the year, 30 cts. a line; 1,680 lines or more, for 12 continuous insertions, 28 cts. a line. Reading notices, 50 cts. a line.

AMERICAN SHEEP BREEDER AND WOOL GROWER—Monthly. Sheep and Wool interests. Established 1883. American Sheep Breeder Co., publishers. Subscription, \$1; circulation—not given by publisher; 68 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 9 So. Clinton Street.

Advertising rates, 20 cts. a line.

AMERICAN SWINEHERD—Monthly. Swine Raising and Farming. Established 1855. American Swineherd Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 35,000; 64 to 160 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close first of preceding month. Office, 443 South Dearborn Street.

Advertising rates, 25 cts. a line. Reading notices, 50 cts. a line.

AMERICAN TOURIST MAGAZINE—Monthly (1st). Hotel and Travel. Established 1889. American Tourist Publishing Co., publishers. Subscription \$2.50; claimed aver-

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age circulation for six months ending July 1914, 6,000; . . . pages, 3 columns, length of columns, 11½ in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, 814 Adams Express Building.

Advertising rates, \$6 an inch; three months, \$4; six months, \$3; one year, \$2.50 an inch. Classified, 3 cts. per word.

AMERIKAN. See Svornost.

ARBEITER ZEITUNG—Every evening except Sunday. FACKEL, Sundays, and VOR-BOTE, Wednesdays. German. Socialistic. Established 1876. Chicago Arbeiter Zeitung Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$2; weekly, \$2; claimed average circulation for 1913, daily, 15,000; Sunday, 24,000; weekly, 4,000; daily, 4 pages; weekly, 8 pages; Sunday, 12 pages; length of columns, 20¼ in.; width, 2½ in. Can use matrices. Office, 406 North Clark Street.

Advertising rates, 10 cts. a line, either edition. Discounts from 10% on 1,000 lines to 50% on 10,000 lines. Classified, 1c. a word. Reading notices, 30 and 50 cts. a line, with discounts.

See advertisement on page 490.

ARKANSAW TRAVELER (The)—Monthly. Semi-Humorous. Established 1880. Subscription, 50 cts.; circulation—not given by publisher; 16 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Forms close 15th preceding month. Office, Monon Block.

Advertising rates on application.

ASSOCIATED FARM PAPERS—Comprising Farm & Ranch, Dallas, Tex. (Wky.); Nebraska Farmer, Lincoln, Neb. (Wky.); Farmers' Review, Chicago, Ill. (Wky.); National Stockman & Farmer, Pittsburgh, Pa. (Wky.); Farmers' Guide, Huntington, Ind. (Wky.); The Washington Farmer, Seattle, Wash. (S-Mo.); California Cultivator, Los Angeles, Cal. (Wky.); Field and Farmer, Denver, Colo. (Wky.); Oregon Farmer, Portland, Ore. (S-Mo.) Farm Engineering, Springfield, O. (Mo.). Idaho Farmer, Boise, Ida. (S-Mo.). Combined detailed circulation, 582,500.

Advertising rates for complete list \$2.72 a line.

BALKAN WORLD—Every Thursday. Croatian-Independent. Established 1911. John E. Ralandech, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 1,200 net; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 518 So. Canal Street.

Advertising rates, 56 cts. an inch, with discount for time and space.

BALTIMORE & OHIO EMPLOYEES' MAGAZINE—See Baltimore, Md. Also see advertisement on page 430.

BANKER—Every Saturday. Financial. Established 1898. Harry Wilkinson, publisher.

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Subscription, \$5; circulation—not given by publisher; 48 pages or more, 3 columns; length of columns, 12 in.; width, 18 ems. Can use matrices. Forms close Wednesday preceding. Office, Monadnock Building.

Advertising rates, \$2 an in.; ¼ page, \$12.50; ½ page, \$17.50; ¾ page, \$30; full page, \$60.

BANNER OF GOLD—Bi-Monthly. Temperance. Literary. Established 1892. Subscription, 50 cts.; claimed average circulation for six months ending March, 1914, 25,850; 16 pages, 3 columns; length of columns, 13¾ in. Office, 79 West Monroe Street.

Advertising rates, agate, 20 cts. a line; three months, or 500 lines, 18 cts.; six months, or 1,000 lines, 16 cts.; nine months, or 1,500 lines, 14 cts.; one year, or 2,000 lines, 12 cts. a line. Minimum space, 5 lines.

BASEBALL WORLD—Every Saturday. Sporting. Established 1914. Base Ball World Publishing Co., publishers. Subscription, \$2; claimed average circulation for first three months of existence, 15,000; 8 pages; 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 508 N. Dearborn Street.

Advertising rates, agate, 20 cts. a line, flat.

BECKWITH INTERSTATE LIST—See New York City.

BELL TELEPHONE NEWS—Monthly. (1st.) Telephone Employees. Established 1911. Amory T. Irwin editor and publisher. Subscription \$2. (Free to employees), claimed average circulation for year 1913, 35,000, 34 pages, 3 columns, length of columns 10 in. width 2½ in. Can use matrices. Forms close 20th of month preceding. Office, Bell Telephone Building.

Advertising rates full page \$80; ½, ¼ or ⅓ page pro rata.

BENJAMIN & KENTNOR CO.

See advertisement on page 497.

BEOBACHTER AND POST—Every Friday. German. Independent. Established 1877. Beobachter Publishing Co. (Incorp.), publishers. Subscription, \$1.50; claimed average circulation for year 1913, 4,500; 12 to 16 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Office, 179 W. Washington Street.

Advertising rates, agate, 3 cts. a line, with discount of 33¼% on yearly contracts. See advertisement on page 498.

BETTER FARMING—Monthly. Agricultural. Established 1877. Farm Press Publishing Co., publishers. Subscription, 25 cts.; sworn average circulation for nine months prior to May 1914, 327,342 net paid; 24 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 20th

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preceding month. Can not use matrices. Office, 141 West Ohio Street.

Advertising rates, agate, \$1.50 a line full page (700 lines), \$900; back cover \$950. Preferred position, 25% extra. Advertisements set as reading matter, 50% extra.

BIZ BOZY. Weekly or Sunday edition of Dziennik Ludowy, which see.

BLACK DIAMOND—Every Saturday. Official organ of the Coal Industry. Established 1885. Subscription, \$3; claimed average circulation, for year 1913, 11,374; 52 pages, 4 columns; length of columns, 12 in.; width, 2 1/4 in. Office, Manhattan Building.

Advertising rates, one inch, one month, \$6; three months, \$17; six months, \$32; one year, \$60.

BLADET—Every Tuesday. Swedish. Undenominational. Established 1877. Chicago Bladet Publishing Co., publishers. Subscription, \$1.50; claimed circulation for year 1913, exceeding 11,000; 8 pages, 7 columns; length of columns, 20 1/2 in.; width, 2 1/2 in. Office, 3259 North Clark St.

Advertising rates, 75 cts. an inch.

BLUE BOOK MAGAZINE—Monthly, (1st of preceding month). Short stories and stage pictures. Established 1905. The Story-Press Corporation, publishers. Subscription, \$1.50; circulation—not given by publisher; 224 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close 12th of second preceding month. Office, North American Building.

Advertising rates, agate, \$1 a line; full page, \$200; 1/2, 1/4 and 1/8 pages, pro rata; facing contents \$250 per page; 2d or 3d cover or facing same, \$250; facing title page of Art section, \$250; facing last page of reading, \$300; back cover page, \$1,000. Classified (minimum, 4 lines), same as display with discount on 6 months or longer. Combination rate including The Red Book Magazine, and Green Book Magazine, \$250 a page additional and pro rata for 1/2, 1/4 or 1/8 pages.

BOYCE'S WEEKLIES—See Chicago Ledger and Saturday Blade Also.
See advertisement on page 457.

BOYS COMPANION—Bi-monthly (15th of month preceding February, April, June, August, October and December). Juvenile. Established 1913. Ralph O. McGraw, publisher. Subscription, 10 cts.; claimed average circulation for six months ending August 1914, 16,000 net; 24 pages, 2 columns, length of columns, 7 1/2 in.; width, 2 1/2 in. Can not use matrices. Forms close 15 days in advance. Office, 664 37th Street.

Advertising rates, agate, 8 cts. a line; full page, \$16; 1/2 page, \$8.

BREEDER'S GAZETTE—Every Thursday. Live Stock and Agricultural. Established

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1881. Sanders Publishing Co., publishers. Subscription, \$1.; sworn average circulation for year 1913, 98,040*; 48 to 72 pages, 4 columns; length of columns, 13 in. width, 2 1/2 in. Forms close Thursday preceding. Office, 542 South Dearborn Street.

Advertising rates agate, 60 cts. a line flat.

BREEDER'S GUIDE—Monthly. Live Stock. Agricultural. Established 1907. E. C. Babcock, publisher. Subscription, 50 cts.; claimed average circulation for 1913, 11,500 16 to 40 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Office, 551 Cottage Grove Ave.

Advertising rates, 20 cts. a line; \$2 an inch, 1/2 page, \$25; 1 page, \$50; back cover, \$60.

BREWER AND MALTSTER—Monthly (15th). Established 1882. Eugene A. Sittig & Son, publishers. Subscription, \$5; circulation—not given by publisher; 200 pages, 2 columns; length of columns, 11 in.; width, 3 1/2 in. Office, 163 West Washington Street.

Advertising rates, 1/2 page, one time, \$10; 1/4 page, \$20; 1/2 page \$40; one page, \$60; special notices, \$2, for each insertion of 70 words or less; further rates on application.

BREWERS JOURNAL—See New York City.

BRICK AND CLAY RECORD—Semi-monthly (1st and 3rd Tuesday). Trade. Established 1894. Kenfield Leach Company, publisher. Subscription, \$2; claimed average circulation for 1913, 7,526; 13, pages, 2 columns; length of columns, 9 1/2 in. width, 3 1/2 in. Forms close Friday preceding. Office, 445 Plymouth Court.

Advertising rates, full page, \$69.50; 1/2 page, \$41.25; 1/4 page, \$25.50; 1/8 page \$14.; 1/16 page, \$8.75, with discounts on 6, 12 or 24 insertions. Classified (minimum \$1), 8 cts. per word.

BUDD COMPANY (THE JOHN)—See advertisement on pages 486 and 487.

BUILDINGS & BUILDING MANAGEMENT—Monthly (1st). Office building construction, equipment and operation. Established 1900. Patterson Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 92 pages, 2 columns; length of columns, 10 in.; width, 3 5/14 in. Office City Hall Square Building.

Advertising rates, 15 cts. a line; full page, \$65; & page, \$36; 1/4 page, \$25; 1/8 page, \$15; on yearly contract, full page, \$50; 1/2 page, \$27; 1/4 page, \$15.

CANADIAN AMERICAN—Every Saturday. Established 1883. George Sutherland, publisher. Subscription, \$2; claimed average circulation for year 1913, 16,176; 10 pages,

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6 columns; length of columns, $19\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Forms close Thursdays preceding. Can use matrices. Office, 385 Dearborn Street.

Advertising rates, agate, 15 cts. a line. Discounts ranging from 10% on 500 lines to 30% on 5,000 lines and upward. Special position, 20% extra. Reading notices, 25 cts. a nonpareil line.

CEMENT AND ENGINEERING NEWS—Monthly (5th). Cement. Construction. Established 1896. William Seafert, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 7,350; 60 pages, 2 columns; length of columns, $10\frac{1}{2}$ in.; width, $3\frac{1}{2}$ in. Can use matrices. Forms close 25th of preceding month. Office, 1117 Schiller Building.

Advertising rates, full page, \$40; $\frac{1}{2}$ page, \$22.50; $\frac{1}{4}$ page, \$12.50; $\frac{1}{8}$ page, \$7.50. Outside front cover, 100%; outside back cover, 50% or on page opposite editorial, 30% additional.

CEMENT WORLD—Monthly. Trade. Established 1907. Cement World Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 18,000; 60 pages; 2 columns; length of columns, 9 in.; width $3\frac{1}{4}$ in. Office, 1827-33 Prairie Avenue.

Advertising rates, $\frac{1}{4}$ page, one time, \$15; $\frac{1}{2}$ page \$25; $\frac{3}{4}$ page \$35; full page \$60 with discounts on three times or more.

CHAMPION OF FAIR PLAY—Every Saturday. Anti-Prohibition. Established 1889. R. J. Halle, publisher. Subscription, \$2; circulation—not given by publisher; 8 pages, 6 columns. Can use matrices. Office, Schiller Theatre Building.

Advertising rates, agate, 7 cts. a line, with discount for 1,000 lines and over. Reading notices, 35 cts. a line.

***CHICAGO LEDGER**—Every Saturday. Literary and Family. Established 1872. W. D. Boyce Co., publishers. Subscription, \$1; circulation in combination with SATURDAY BLADE, proved and guaranteed, 1,250,000*; 20 to 36 pages, 4 columns; length of columns, $13\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Forms close Tuesday noon of second week preceding. Office, 500-14 N. Dearborn Street.

Advertisements must include the SATURDAY BLADE, and CHICAGO LEDGER; combination rate, \$2.50 per agate line. Classified, 30 cts. per word.

See advertisement on page 457.

CHICAGOER PRESSE—Every evening except Sunday; WESTEN, Sunday; STAATS-

*Proof of circulation on file at this office.

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FARM-ZEITUNG, weekly, which see. German Independent. Established 1871. Illinois Publishing Co., publishers. Subscription, \$3; circulation—not given by publisher; 10 pages, 7 columns; length of columns, 22 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 24-28 So. Fifth Avenue.

Advertising rates, agate, 14 cts. a line; educational, hotel, summer and winter resorts and publishers' announcements, 7 cts. a line, with discount on 5,000, 10,000 and 20,000 line contracts. Reading notices, \$1 a count line.

CHRISTIAN CENTURY—Every Thursday. Disciples of Christ. Established 1884. The New Christian Century Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 24 to 32 pages, 3 columns; length of columns, $11\frac{1}{2}$ in.; width, $2\frac{3}{4}$ in. Can use matrices. Office, 700 East Fortieth Street.

Advertising rates, agate, 10 cts. a line. Discount, 6 times, or 100 lines, 10%; 13 times, or 250 lines, 20%; 26 times, or 500 lines, 30%; 52 times, or 1,000 lines, 40%. Minimum space, 5 lines; $\frac{1}{4}$ page, one time, \$11.25; $\frac{1}{2}$ page, \$20; one page, \$35.

CHRISTIAN WITNESS AND ADVOCATE OF BIBLE HOLINESS—Every Thursday. Holiness. Established 1871. Christian Witness Co., publishers. Subscription, \$1; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 14 in.; width, $2\frac{1}{2}$ in. Office, 151 Washington Street.

Advertising rates, 15 cts. per agate line. Discount, three months, 10%; six months, 20%; nine months, 30%; twelve months, 40%. Reading notices, 25 cts. per line.

CHRISTIAN WORKER'S MAGAZINE—Monthly (1st). Religious. Established 1896. The Moody Bible Institute of Chicago, publishers. Subscription, \$1; claimed average circulation for year 1913, 11,555; 68 pages, 2 columns; length of columns, 8 in. Forms close 15th preceding month. Office, 163 Institute Place.

Advertising rates, agate, 10 cts. a line; per inch, \$1.35.

CITIZEN—Every Saturday. Irish Interests. Established 1882. Chicago Citizen Co., publishers. Subscription, \$2; circulation—not given by publisher; 8 pages, 6 columns; length of columns, $19\frac{1}{2}$ in., width, $2\frac{1}{4}$ in. Can use matrices. Office, 511-512 Unity Building, 127 N. Dearborn Street.

Advertising rates, 10 cts. per agate line, with discounts.

Our Cont-r-act Service men are not novices—nor will they try to sell you advertising. Their whole business is to serve you.

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CIVIL SERVICE NEWS—Every Thursday. Public Employees' Interests. Established 1908. Subscription, \$2. The Merit Corporation, publishers, sworn average circulation for first six months 1914, 9,625*; 18½ pages, 5 columns; length of columns, 17¾ in.; width, 2¼ in. Can use matrices. Office, 166 W. Washington Street.

Advertising rates, 84 cts. per inch; on yearly contracts, 71 in., 77 cts.; 143 in., 70 cts.; 214 in., 63 cts.; 357 in. or more 56 cts. an inch. Special positions 15 and 25% extra. Reading notices, 10 cts. a line. Classified (minimum 3 lines), 5 cts. a line.

COLUMBIAN AND WESTERN CATHOLIC—Every Friday. Religious, K. of C. Established 1867. Columbian Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 20,000; 16 to 24 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices. Office, 140 South Dearborn Street.

Advertising rates, agate, 20 cts.; on yearly contracts, 1,000 lines, 15 cts.; 2,500 lines, 14 cts.; 5,000 lines, 12 cts.; 10,000 or more lines, 10 cts. a line. Reading notices, 50 cts. a line. Classified, \$10 per line per year.

COMMERCIAL TELEGRAPHERS' JOURNAL (The)—Monthly. Devoted to the interest of employees in the Commercial Telegraph service. Established 1903. Subscription, \$1; circulation—not given by publisher; 32 to 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th of each month preceding publication. Office, 324 Dearborn Street.

Advertising rates, \$3 an inch; ¼ page, \$5.50; ½ page, \$10; ¾ page, \$18; 1 page, \$32. Discounts on 3, 6 or 12 insertions.

CONTINENT—Every Thursday. Presbyterian. Established 1870. Oliver R. Williamson, publisher. Subscription, \$2.50; claimed average circulation for year 1913, 38,147 net; 36 to 72 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Can use matrices. Forms close one week in advance. Office, 509 So. Wabash Avenue.

Advertising rates, agate, 30 cts. a line, with discount of 10, 20 or 33⅓% on 13, 26 or 52 insertions. Readers, \$1 a count line. Classified, 3 cts. per word. Specified position, 20% extra. Special publishers rates on application.

CONTRACTOR—Semi-Monthly (1st and 15th). Contracting. E. H. Baumgartner, publisher. Subscription, \$1; claimed average circulation for year 1913, 6,000; 84 pages, 3 columns, length of columns, 10 in.; width, 2¼ in. Can use matrices. Forms close five days in advance. Office, 869 Rand McNally Block.

Advertising rates, full page, \$50; 6 issues, \$43; 12 issues, \$39; 24 issues, \$35 each insertion; ½ page, \$30; \$24; \$22 or \$20; one third page, \$28; \$20.65; \$18.76 or \$15; ¼ page, \$20; \$14.50; \$13. or \$11.46; ⅛ page,

\$15.50; \$11.55; \$10.50; or \$9.38; ⅛ page, \$12.50; \$8.50; \$7.75, or \$6.67 each insertion respectively. Front cover, \$75; back cover, \$60. Special position 10 or 25% extra.

DAHEIM—Monthly (1st). German. Home. Established 1913. Illinois Publishing Company, Publishers. Subscription, 50 cts.; circulation—not given by publishers; 60 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Can use matrices. Forms close 10th of month preceding. Office, 24 South Fifth Avenue.

Advertising rates, agate, 12 cts. a line; full page, \$45; ½ page, \$24; second or third cover, \$50; back cover, \$75.

DAIRY PRODUCE—Every Tuesday. Butter, Egg and Poultry Trade. Chicago Produce Company (Inc.), publishers. Subscription \$1.50; claimed average circulation for year 1913, 4,222; 34 pages, 4 columns; length of column, 11 in.; width, 2 in. Can not use matrices. Office, 136 West Lake Street.

Advertising rates, 50 cts. an inch; full page, \$15; ½ page, \$7.50; ¼ page, \$4.

DEALERS BUILDING MATERIAL RECORD—Monthly. Trade. Established 1907. Dealers Record Co., publishers. Subscription, \$1; claimed circulation for year 1913, 7,126; 84 pages, 2 columns; length of columns, 10 in.; width, 3¼ in. Forms close 10th of current month. Office, 178 West Jackson Blvd.

Advertising rates, \$50 per page; ¼ page \$15.

DENNI HLASATEL—Every morning including SUNDAY, and HLASATEL, Semi-weekly, Tuesdays and Fridays. Bohemian, Independent. Established 1891. Denni Hlasatel Printing and Publishing Co., publishers. Subscription, daily, \$5.20; semi-weekly, \$2; claimed circulation for year 1913, daily, 34,500; semi-weekly, 43,500; 8 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 1545-1549 West 18th Street.

Advertising rates, daily, agate, 5 cts. a line. Semi-weekly, 75 cts. an inch. Position, 50% additional.

DETECTIVE—Monthly (1st) Police Service. Established 1885. Detective Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 7,500; 8 pages, 5 columns; length of columns, 17 in.; width, 2½ in. Cannot use matrices. Office, 2611 Indiana Avenue.

Advertising rates upon application.

DEUTSCHE WARTE—See Milwaukee.

DOMESTIC ENGINEERING—Every Saturday. Trade. Established 1889. Domestic Engineering Co., publishers. Subscription, \$2; claimed average circulation for year

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1913, 10,000; 84 pages, 2 columns; length of columns, 9¾ in.; width, 3¼ in. Office, 445 Plymouth Court.

Advertising rates, ⅓ page, \$1; ¼ page, \$15; ½ page, \$25; ¾ page, \$40; 1 page, \$75. Discounts on 3, 6, 12 and 52 insertions.

DRY GOODS REPORTER—Every Saturday. Commercial. Established 1871. Dry Goods Reporter Co., publishers. Subscription, \$3; circulation—not given by publisher; 80 to 250 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 215 South Market Street.

Advertising rates on application.

DUCH CASU. See Svornost.

DZIENNIK CHICAGOSKI—Every evening except Sunday. Polish. Independent. Democratic. Established 1890. Polish Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for six months ending March, 1914, 24,167*; 8 and 12 to 20 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 1455-1457 West Division Street.

Advertising rates, agate, 5 cts. a line; 10,000 lines or more, within one year, 4 cts. a line. Reading notices, 20 cts. per count line. Classified, help wanted (minimum, 10 cts.), 1c. a word. All other classified (undisplayed), 2 cts. a word; classified, displayed, regular display rate.

DZIENNIK LUDOWY—Every morning except Sunday, and **WEEKLY BIZ BOZY** Sundays. Polish. Daily Socialist; weekly Humoristic. Established 1906. Polish Peoples' Publishing Co., publishers. Subscription, daily, \$3; weekly, \$1.50; claimed average circulation for year 1913, 10,657; weekly, 13,133; daily, 4 to 8 pages; weekly, 8 to 12 pages; daily, 7 columns; weekly, 4 columns; length of columns, daily, 20 in.; weekly, 13 in.; width, 2½ in.

Advertising rates on application.

DZIENNIK NARODOWY—Every evening except Sunday. Polish. Republican. Established 1898. Polish National Publishing Co., publishers. Subscription, \$3; circulation—not given by publisher; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, 1072 Milwaukee Avenue.

Advertising rates, agate, 4 cts. a line; one inch, one month, \$9; 2 in., one month, \$15; 2 in., \$20; three months, \$6 an inch, per month; six months, \$5.50; one year \$5; 3 t. a. w., one year, \$3.75 an inch, per month; 2 t. a. w., \$3.25; 1 t. a. w., \$2.75. Reading notices, 25 cts. a line, with discount on 15 lines or more. Classified 1c. a word.

DZIENNIK ZWIAZKOWY—Daily edition of Weekly Zgoda, which see.

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EAGLE—Every Saturday. Independent. Established 1889. Henry F. Donovan, publisher. Subscription, \$2; circulation—not given by publisher; 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 179 W. Washington Street.

Advertising rates, agate, 20 cts. a line; 500 lines, 12 cts. a line; 1,000 lines, 10 cts.; one inch, one year, \$40.

EARTH (The)—Monthly. Agricultural and Southwestern Land Interests. Established 1904. A. T. & S. F. Railway Co., publishers. Subscription, 25 cts.; claimed average circulation for year 1913, 35,000; 16 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in. Office, 1118 Railway Exchange.

Advertising rates, agate, 12 cts. a line.

ELECTRICAL REVIEW AND WESTERN ELECTRICIAN—Every Saturday. Electrical. Established 1882. Electrical Review Publishing Co., publishers. Subscription, \$3; circulation—not given by publisher; 96 to 180 pages, 2 columns; length of columns, 10 inches; width, 3½ inches. Can use matrices. Office, 608 So. Dearborn Street.

Advertising rates, per page, \$75; ⅓, ⅔, ¼ and ½ pages pro rata. (minimum space, ⅓ page.) Discount on 3 or more pages used within one year.

ELECTRIC CITY MAGAZINE—Monthly. Electrical. Established 1903. Electric City Publishing Co., publishers. Subscription, \$1; average circulation for nine months ending April, 1914, 60,000; 32 to 44 pages, 4 columns; length of columns, 10½ in.; width, 1½ in. Can use matrices. Forms close 10th preceding month. Office, 28 North Market Street.

Advertising rates, ⅓ page (minimum space), one time, \$12.50; ⅓ page, \$20; ¼ page, \$35; ½ page, \$60; one page, \$100; back cover, \$125; ½ page, \$75; ¼ page, \$40. Discounts 10 and 20% on 6 and 12 months respectively.

ELECTRICITY & ENGINEERING—Monthly (15th). Operating Engineers and Electricians. Established 1910. Practical Electricity & Engineering Publishing Co., publishers. Subscription, \$1; detailed average circulation January 1913, 18,046; guaranteed for year 1914, 20,000; 60 pages, 2 columns, length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 1st of month. Office, 608 So. Dearborn Street.

Advertising rates, ¼ page, \$15; ½ page, \$20; ¾ page, \$35; full page, \$60; two full pages, \$100; with discount on 3, 6, or 12 months contract. Front cover page, \$100; back cover \$75.

See advertisement on page 494.

ELECTRIC TRACTION—Monthly. Electrical Railroad. Established 1905. Ken-

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field-Davis Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 5,400; 128 pages, 2 columns; length of columns, 10½ in.; width, 3 in. Office, Manhattan Building.

Advertising rates, full page, \$70, 3 months, \$60, 6 months, \$46, 12 months, \$50, per insertion; ½ page, \$37.50, \$32, \$26.66 or \$23 per insertion; ¼ page \$22.50, \$18, \$16 or \$13.33; ⅓ page \$15, \$11, \$10 or \$8; ⅕ page \$8, \$6.50, \$5.50 or \$4.17 per insertion, respectively. Back cover \$100. Want and For Sale \$1 an inch.

ELECTRIC VEHICLES—Monthly (1st.) Automobiles. Established 1911. Electricity Magazine Corporation, publishers. Subscription \$1.50. Claimed average circulation for year 1913, 7,500; 48 pages, 2 columns; length of columns, 9½ in.; width, 3½ in. Forms close 20th preceding month. Office, Monadnock Building.

Advertising rates, full page, \$72; ½ page, \$45; ¼ page, \$25; with discounts on 3, 6, 9 or 12 month contracts. Back cover (two colors) \$100.

EMBALMERS MONTHLY—Monthly. Undertakers. Established 1891. Trade Periodical Company, publishers. Subscription, \$2. Claimed average circulation, for 1913, 8,131; 24 pages, 2 columns; length of columns, 10½ in.; width, 3 in. Office, 608 South Dearborn Street.

Advertising rates on application.

ENGINEERING & CONTRACTING—Every Wednesday. Engineering. Established 1891. Myron C. Clark Publishing Company publishers. Subscription \$2; claimed average circulation for year 1913, 12,727; 110 pages, 2 columns, length of columns 10 in.; width, 3½ in. Can not use matrices. Office, 608 South Dearborn Street.

Advertising rates, upon application.

EPWORTH HERALD—Every Saturday. Methodist Episcopal. Established 1890. Jennings & Graham, publishers. Subscription, \$1; claimed average circulation for year 1913, 100,000; 32 pages, 3 columns; length of columns, 8½ in.; width, 2½ in. Forms close two weeks in advance. Can use matrices. Office, 1020 So. Wabash Avenue.

Advertising rates, 50 cents per agate line. Reading notices, \$1 a line. Position, 20 per cent extra. Minimum space 5 lines. See N. W. Christian Advocate for combination rate of the seven Methodist weeklies.

EVANGELISTEN—Every Wednesday. Norwegian Danish. Religious. Established 1889. Evangelisten Publishing Society, publishers. Subscription, \$1; claimed average circulation for year 1913, 8,000; 8 pages, 5 columns; length of columns, 14 inches; width, 2¼ in.

Advertising rates, 75 cts. an in.

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EVERYDAY LIFE—Monthly. Literary and Family. Established 1905. Western Magazine Co. (Inc.), publishers. Subscription 25 cents; guaranteed circulation for 1914, 600,000; from January 1915, 750,000; 24 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 15th of preceding month. Can use matrices. Office, Hunter Building.

Advertising rates, agate, \$2.40 a line; effective Jan. 1st, 1915, \$3 a line. Discount of 10, 15 and 25% on ¼, ½ and full pages, respectively.

See advertisement on page 459.

EXAMINER—Every morning including Sunday. Independent. Established 1900. A. M. Lawrence, publisher. Subscription, by mail, \$3; Sunday, \$2.50; sworn average circulation for six months ending March 31, 1914, daily, 223,814* net paid; Sunday, 524,922* net paid; daily, 16 to 20 pages; Sunday, 64 to 84 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 146 Franklin Street.

Advertising rates, daily, 30 cts.; Sunday 55 cts. a line; 2,000 lines, daily, 27½ cts.; Sunday, 50 cts.; 5,000 lines, daily, 25 cts.; Sunday, 48 cts.; 10,000 lines, daily, 23 cts.; Sunday, 46 cts.; 20,000 lines, daily, 22 cts.; Sunday, 42 cts. a line. Time discounts (not allowed if advantage is taken of space discounts) 52 insertions, within one year, one each week, daily, 25 cts.; Sunday, 48 cts. a line; 104 insertions, two each week, daily, 23 cts.; Sunday, 46 cts. a line; 156 insertions, three each week, daily, 22 cts.; Sunday, 42 cts. a line per time, special positions, 5 and 10 cts. a line extra. Medical, daily, 40 cts.; Sunday, 75 cts. a line; medical, 5,000 lines, daily, 35 cts.; Sunday, 71¼ cts.; 10,000 lines, daily, 30 cts.; Sunday, 67½ cts.; 20,000 lines, daily, 26 cts.; Sunday, 60 cts. a line. Minimum space for position, 28 and 42 lines for next reading and full position, respectively. Double column advertisements must be at least 42 lines deep. Publishers, daily, 25 cts. a line; Sunday, 40 cts.; educational and resorts, daily, 20 cts. a line; Sunday, 30 cts.; automobiles, daily, 30 cts. a line; Sunday, 50 cts. a line with discount on 2,500 lines or more. Classified, help and situations wanted, daily, 10 cts.; Sunday, 20 cts. a line; business chances, book bargains, business personals, schools, financial, instruction, lost and found, partners wanted, personals, real estate, resorts and miscellaneous, daily, 15 cts. a line; Sunday, 30 cts.; hotels, daily, 15 cts. a line; Sunday, 30 cts. Reading notices, \$1.25 a line; Sunday, \$1.75 a line; first page, daily, \$3; Sunday, \$5 a line; business notices, daily, 40 cts.; Sunday, 60 cts. a line.

See advertisement on page 482.

EXTENSION MAGAZINE—Monthly (20th). Catholic. Established 1906. Subscription, \$1; claimed average circulation for 1913, 162,100; 32 to 48 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close 5th of preceding month. Office, 632 Sherman Street.

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Advertising rates, agate, 14 lines or more, 75 cts. a line; one page (480 lines), \$360; 14 and ½ pages, pro rata; second and third cover page, \$400; back cover page, \$500.

See advertisement on page 460.

PACKET. See Arbeiter. Also.

See advertisement on page 490.

FACTORY—Monthly. Factory management. Established 1907. The A. W. Shaw Co. publisher. Subscription, \$2.00; guaranteed average circulation for 1914, exceeding 17,000; 3 columns to page; length of columns, 10 in.; width, 2 ¾ in. Forms close 5th preceding month. Office, Wabash and Madison Avenue.

Advertising rates, \$7.50 an inch; 10 in. within one year, \$5.50; 60 in., \$5; 120 in., \$4.70; 360 in., \$4.25 an inch.

FARM & HOME—See Springfield, Mass.

FARMERS AND DROVERS JOURNAL (The)—Every afternoon except Sunday. Agricultural and live stock. Established 1873. Drover's Publishing Co., publishers. Subscription \$4; claimed average circulation for first five months 1914, 50,658; 6 and 8 pages, 7 columns; length of columns, 21 ½ in.; width, 2 ¼ in. Can use matrices. Office, Union Stock Yards.

Advertising rates, agate, 10 cts. a line, with discounts for time and space. Reading notices, 25 cents a count line.

FARMERS' REVIEW—Every Saturday. Agricultural. Established 1877. Subscription, \$1; detailed average circulation May 1, 1914, 101,118*; 24 to 40 pages, 4 columns; length of columns, 13 in.; width, 18 ems. Forms close Monday preceding. Office, 537 South Dearborn Street.

Advertising rates, agate, 3 lines, or more, 40 cts. per line, flat. Reading notices, nonpareil, \$1.75 per count line. For combination rate in connection with Pittsburg, Pa., National Stockman and Farmer, 80 cts. a line. For further combination rates see Associated Farm Papers.

FARM LIFE & AGRICULTURAL EPITOMIST—See Spencer, Ind.

FARM IMPLEMENT NEWS—Every Thursday. Trade. Established 1882. Farm Implement News Co. publishers. Subscription \$2. Sworn detailed average circulation for year ending March, 1914, 9,048*; 44 pages, 4 columns; length of columns, 12 in.; width, 2 ½ in. Cannot use matrices. Forms close Monday. Office, 701 Masonic Temple.

Advertising rates \$2.75 an in.; three in. \$6.45, four in., \$8.60, one-eighth page (6 in.) \$10.75, one-fourth page \$19, one-third page \$24, one-half page \$35, full page \$65, with discounts on 4, 13, 26 or 52 insertions.

FARM LOANS AND CITY BONDS—Monthly. Real Estate securities. Farm Loans

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and City Bonds Co., publishers. Subscription, \$1; circulation—not given by publisher; 64 pages, 2 columns; length of columns, 10 ½ in.; width, 3 in. Office, 19 South LaSalle Street.

Advertising rates, \$3 an in.; three months, \$8; six months, \$15; one year, \$25. Discount for time and space on application. Classified under state heading, 15 cts. a line (7 words); less than one in., 25 cts. a line. Reading notices, 50 cts. a line.

FEDERATED RELIGIOUS PRESS—See Syndicated State Sunday School Magazines. Also

See advertisement on page 428.

FINE ARTS JOURNAL—Monthly. Arts. Educational. Established 1889. F. J. Campbell, publisher. Subscription, \$3; claimed average circulation for year 1913, 35,860; 100 pages, 2 columns; length of columns, 8 ½ in.; width, 2 ¾ in. Forms close 15th preceding month. Office, Herald Building.

Advertising rate, agate, 50 cts. a line; one page, \$100; ¼ and ½ pages pro rata, with discount of 5, 10 or 15 per cent on 3, 6 or 12 times full page orders.

FLORISTS' REVIEW—Every Thursday. Trade. Established 1907. The Florists' Publishing Co., publishers. Subscription \$1; claimed average circulation for year 1913, 11,295; 00 pages, 3 columns, length of columns 10 in.; width 2 ¼ in. Can use matrices. Office, 530 Caxton Building.

Advertising rates upon application.

FRUITMANS GUIDE—See New York City.

FURNITURE JOURNAL—Semi-Monthly (10th and 25th). Trade. Established 1888. Trade Periodical Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 6,897; 00 pages, 2 columns; length of columns, 10 in.; width, 3 ½ in. Can use matrices. Forms close five days in advance. Office, 608 South Dearborn Street.

Advertising rates, full page, \$30; six issues, \$27.50; 12 issues, \$26.50; or 24 issues, \$25 each insertion; ½ page, \$16.50, \$15.50, \$14.50 or \$13.50; ¼ page, \$10, \$9, \$8 or \$7; ⅛ page, \$6.25, \$5.50, \$5 or \$4.50 each insertion respectively. Reading notices, 25 cts. a line. Classified (minimum \$1), 2 cts. per word.

GAZETA KATOLICKA—Every Thursday. (Polish) Catholic. Established 1871. Polish American Pub. Co., publishers. Subscription, \$2; circulation—not given by publisher; 12 pages, 7 columns; length of columns, 20 ½ in.; width, 2 ¼ in. Can use matrices. Office, 1163 Milwaukee Avenue.

Advertising rates, 50 cts. an inch. Readers 15 cts. a line. Classified, 1c. per word.

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GAZETA POLSKA—Every Thursday. Polish. Independent Republican. Established 1873. Polish-American Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 15,000; 16 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Office, 1163 Milwaukee Ave.

Advertising rates, \$1 an inch. Readers, 30 cts a line. Classified, 2 cts. per word.

GOLFERS' MAGAZINE—Monthly. Golf. Established 1902. The Golfers Magazine Co., publishers. Subscription, \$2; guaranteed average circulation for year 1914, 7,500; 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th of current month. Office, Monadnock Building.

Advertising rates, 45 cts. a line; full page, \$80; ½ and ¼ pages, pro rata. Discount 5, 10, 15 or 20% on 3, 6, 9 or 12 insertions.

See advertisement on page 456.

GLASILO—Every Friday. Slovene-Fraternital and Educational. Established 1907. Slovenic National Benefit Society, publishers. Subscription, \$1; claimed average circulation for year 1913, 11,200; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 2821 South Fortieth Street.

Advertising rates, 30 cts. an inch; 26 lines, 25 cts.; 52 times, 20 cts. an inch.

GRAIN DEALERS JOURNAL—Semi-Monthly (10th and 25th). Trade. Established 1898. Grain Dealers Journal (Inc.), publishers. Subscription, \$1.50; sworn average circulation, in detail, for year ending June, 1914, 6236; 72 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 5th and 20th of current month. Office, 315 South LaSalle Street.

Advertising rates, \$2.50 an inch; 6 to 10 in., \$2.30 per in.; 11 to 20 in., \$2.10; 21 to 30 in., \$1.90 an inch. Discount on 12 and 24 insertions.

GREEK STAR—Every Friday. Greek. Republican. Established 1904. Peter S. Lambros, publisher. Subscription, \$1; circulation—not given by publisher; 12 to 20 pages, 6 columns; length of columns, 21 in.; width, 2½ in. Office, 600 Blue Island Avenue.

Advertising rates, agate, over 1,000 lines, 6 cts. a line; over 5,000 lines, 5 cts.; over 10,000 lines, 4 cts. a line; one month 90 cts. an inch; three months, 75 cts.; six months 60 cts.; one year 50 cts. an inch, per time. Classified, 2 cts. a word.

GREEN BOOK MAGAZINE (The)—Monthly. (12th of preceding month). Established 1908. The Story-Press Corporation, publishers. Subscription, \$1.50; circulation—not given by publisher; 192 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 25th of second preceding month. Office, North American Building.

Advertising rates agate, (minimum 7 lines) 50 cts. a line; per page \$100; ¼ ¾ and ½

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page pro rata; facing contents, \$125; 2d and 3d covers, or facing same, \$125; facing title page, first section, \$125; facing last page of reading \$150; back cover page \$500. Classified (minimum 4 lines) same as display with discount on 6 months or longer. Combination rate with RED BOOK MAGAZINE and BLUE BOOK MAGAZINE \$350.00 a page additional; ½, ¼ and ⅓ page pro rata.

GREGG WRITER—Monthly. Stenographic. Gregg Publishing Co., publishers. Subscription, \$1; sworn detailed average circulation for year ending April 1914, 31,278*; 72 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Office, 6 N. Michigan Ave.

Advertising rates ½ inch (minimum space) one time, \$1.50; one inch, \$3; ¾ page, \$10; ½ page, \$19; one page, \$36.

GROCERS' CRITERION—Every Saturday. Trade. Established 1873. The Grocers' Criterion Co., publishers. Subscription, \$5; circulation—not given by publisher; 64 pages and cover, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 22nd Street Bridge.

Advertising rates, one inch, one time, \$2.50; 2 times, \$4.50. 3 times, \$6.50; 4 times, \$8; 13 times, \$25; 26 times, \$37.50; one year, \$55. Reduced rate for larger space.

HEARTHSTONE—Monthly (1st). Family-Literary. Established The Hearsthouse Co., publishers. Subscription, \$; circulation not given by publishers; 00 pages, 4 columns, length of columns, 13½ in.; width 2½ in. Can use matrices. Forms close 15th of month preceding. Office, 3357 South Michigan Avenue.

Advertising rates, agate, 25 cts. a line, full page, (756 lines), \$189; ½ or ¼ page, pro rata; fourth cover page (2 colors), \$225.

HEMLANDET—Every Thursday. Swedish. Republican. Established 1854. Hemlandet Company, publishers. Subscription, 50 cts.; Claimed average circulation for year 1913, 50,000; 16 to 20 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Forms close Saturday preceding. Office, 357 N. Clark Street.

Advertising rates, agate, 15 cts. a line, full page (2,030 lines), \$300; ½ page, \$150. Classified, 10 cts. a line; Reading notices, 40 cts. a count line.

See advertisement on page 489.

HERALD—Every morning including SUNDAY. Independent. Established 1854. Chicago Herald Co., publishers. Subscription, daily, 1c. a copy; Sunday, \$2.50; sworn average circulation for year 1913, daily, 153,746* net; Sunday, 212,667* net; 12 to 32 pages (Sunday, 48 pages or more), 8 columns; length of columns, 21 11/14 in.; width, 2¼ in. Can use matrices. Office, Herald Building.

Advertising rates, agate, 40 cts. a line; 1,000 lines, within one year, or 26 insertions,

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35 cts. a line; 3,000 lines, or 104 times, 30 cts.; 5,000 lines, or 156 times, 26 cts.; 10,000 lines, or 208 times, 24 cts.; 20,000 lines or 312 times, 22 cts.; for position next to reading, 10 cts. a line, or full position, 15 cts. a line extra. Full page, \$550; on 10,000 line contract, \$500; on 20,000 line contract, \$450. Reading notices, nonpareil, \$2 a line; 1,000 lines or 26 insertions, reading notices, \$1.75; 3,000 lines, or 104 times, \$1.50, \$1 or 40 cts.; 5,000 lines, or 156 times, \$1.30, 90 cts., or 35 cts.; 10,000 lines or 208 times, \$1.20, 80 cts., or 32 cts.; 20,000 lines, or 312 times, \$1.10, 75 cts.; or 20 cts. respectively. Publishers announcements, 25 cts. a line. Educational Institutions, hotels and resorts, 25 cts. a line, with discount for 30 insertions. Classified, daily, 20 cts.; Sunday, 30 cts. a line. Discount in Sunday edition furnished on application, minimum space for display, 5 lines, in full position, 50 lines; for classified advertisements, 2 lines.

See advertisement on page 429.

HIGH SCHOOL LIFE—Monthly. Educational. Established 1900. Marcus Bernstein, publisher. Subscription, 50 cts.; claimed circulation for year 1913, 5,000; 84 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Office, 81 East Madison Street.

Advertising rates on application.

HOME LIFE—Monthly. Family. Established 1900. Home Life Publishing Co., publishers. Subscription, 25 cts. sworn average circulation, for year 1913, 902,261* net; 32 pages, 4 columns; length of columns, 12½ in.; width, 2¾ in. Forms close 20th second preceding month. Office, 141-149 West Ohio Street.

Advertising rates, agate, \$4 a line each insertion; ¼ page (175 lines), one time, \$665; ½ page, \$1,302; one page, \$2,520; 2nd or 3rd cover page in black, \$2,520; in colors, \$2,650; 4th cover page (2 or 3 colors), \$2,850. Reading notices, \$4.50 per agate line.

See advertisement on page 454.

HORSEMAN AND SPIRIT OF THE TIMES—Every Tuesday. Horse Interests. Established 1831. Chicago Horseman Newspaper Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 10,000; 32 pages, 4 columns; length of columns, 14 in.; width, 2¾ in. Office, 538 South Dearborn Street.

Advertising rates, \$3 per inch; 2 in., \$2.75 per inch; 3 in., \$2.67; 4 in., \$2.50; 5 in., \$2.34; 6 in., \$2.25; 7 in., \$2.14; 8 in., \$2.06; 9 in., \$2; 10 in., \$1.93; 50 in., \$1.13; 100 in., 97 cts.; 500 in., 75 cts.; 1,000 in., 65 cts. an inch.

HORSE REVIEW—Every Tuesday. Sporting. Established 1889. John C. Bauer, publisher. Subscription, \$2; circulation—not given by publisher; 24 pages, 4 columns;

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length of columns, 12¾ in.; width, 2½ in. Office, Masonic Temple.

Advertising rates, 1 inch, one time, \$3; one month, \$10; three months, \$28.15; six months, \$50; one year, \$81.25; 2 in., one time, \$5.75; one month, \$19.15; three months, \$45; one year, \$120; one page, one time, \$62.50.

HOSPODARSKÉ LISTY—Semi-Monthly (1st and 15th). Bohemian-Agricultural. Established 1898. Bohemian-Benedictine Press, publishers. Subscription, \$1; claimed average circulation for year 1913, 4,946; 20 pages, 4 columns, length of columns, 12½ in.; width, 2¾ in. Can not use matrices. Office, 1637 Allport Street.

Advertising rates, agate, 3 cts. a line, with discount of 10, 15, 20, 25, or 33⅓ % on contract running 1, 3, 6, 9, or 12 months respectively; also 5, 10, 15, 20, 25, 30, 35, or 40 % on contract aggregating \$50, \$100, \$200, \$300, \$400, \$600, \$800 or \$1000 respectively. Special position, 20 or 25 % extra. Reading matter, 10 cts. a count line.

HOTEL BULLETIN—Monthly (1st). Hotel Established 1900. Commercial Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 80 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 20th. Office, 951 to 957 Insurance Exchange.

Advertising rates, \$4 an inch; ¼ page, \$10; ½ page, \$17.50; ¾ page, \$32.50; full page, \$50, with discounts on three, six or twelve insertions. Cover pages, in two or more colors, upon application.

HOTEL MONTHLY—Monthly. Hotel and Catering. Established 1893. John Willy, publisher. Subscription, \$1; sworn detailed average circulation for year ending May, 1914, 6,216*; 52 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 1st of month. Office, 443 South Dearborn Street.

Advertising rates, ¼ page, \$2.50; ½ page, \$5; ¾ page, \$10; 1 page, \$17.50; full page, \$35. Small want advertisements, fifty words or less, \$1 each insertion.

HOUSEHOLD GUEST—Monthly (1st). Mail Order. Established 1912. B. F. Straus, publisher. Subscription, 25 cts.; guaranteed average circulation for year 1914, 800,000; circulation in detail, 903,907*; 16 to 40 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in. Can use matrices. Forms close 15th of the preceding month. Office, 550 North La Salle Street.

Advertising rates, agate, \$3 a line; ¼ page, \$472.50; ½ page, \$892.50; 1 page (700 lines), \$1,575; back page, (700 lines in two colors), \$1,680.

See advertisement on outside back cover.

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HOWE, E. C.—

See advertisement on page 496.

HUMMER—Monthly (15th). Hotel clerks. Established 1909. Roland H. Hawks, editor and publisher. Subscription, \$1; circulation—not given by publisher; 00 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10th. Office, 1250 Michigan Avenue.

Advertising rates, \$2.40 an inch; ¼ page, \$15; ½ page, \$20; ¾ page, \$25; ¾ page, \$30; full page, \$40; two-page spread, \$75, with discounts on 3, 6 or 12 insertions. Outside back cover, 50% or inside back or front cover, 25% additional. Special position, 10% extra.

ICE AND REFRIGERATION—Monthly. Trade. Established 1891. Nickerson & Collins Co., publishers. Subscription, \$2; circulation—not given by publisher; size of type page, 7½x11 in. Office, 431 South Dearborn Street.

Advertising rates, ⅓ page, \$10; ½ page, \$15; ¾ page, \$20; ¾ page, \$35; one page, \$60, with discounts on 3, 6 or 12 month contract. Special notices, 50 cts. a line. Classified, \$2 for 70 words, or less; 25 cts. for each additional 14 words.

ICONOCLAST (Brann's)—Monthly. Free Lance. Established 1890. Iconoclast Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 37,000; 16 pages, 2 columns; length of columns, 10 in. Forms close 15th preceding month. Office, 508 Hearst Building.

Advertising rates, 1 inch, one time, \$6; ½ page, per time, \$16; ¼ page, \$30; ½ page, \$50; one page, \$100.

ILLINOIS CENTRAL RAILROAD MAGAZINE—Monthly (10th). Railroad employees. Established 1909. Illinois Central Railroad Co., publishers; subscription, \$1.50; free to employees; claimed average circulation for year 1913, 55,000; 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 26th of month preceding. Office, Central Station.

Advertising rates, agate, 20 cts. a line; full page, \$44.80; ½ page or ¼ page, pro rata; second or third covers, \$75; back cover, \$100.

ILLINOIS FARMER AND FARMER'S CALL—Semi-monthly (1st and 15th). Agricultural. Established 1880. Illinois Farmer Co., publishers. Subscription, 40 cts.; claimed average circulation for nine months ending May 1, 1914, 59,800; 16 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 12th and 27th preceding date of issue.

Advertising rates, 22 cts. a line; full page, (700 lines), \$140. Preferred positions, 20% extra. Reading notices, double display rates.

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ILLINOIS MEDICAL JOURNAL—Monthly. Medical. Established 1899. Committee of the Illinois State Medical Society, publishers. Subscription, \$2; claimed average circulation for 1913, 6,500; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Office, 3338 Ogden Avenue.

Advertising rates, full page, \$50; ½ page, \$30; ¼ page, \$18; ⅓ page, \$12; ⅓ page, \$8, with discounts on 3, 6 or 12 month contracts.

ILLINOIS STAATS-ZEITUNG—Every morning except Sunday. (For Sunday edition see WESTEN, and for weekly see STAATS-FARM-ZEITUNG.) German. Independent. Established 1847. Illinois Publishing Co., publishers. Subscription, \$7.50; circulation—not given by publisher; 8 to 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 24-28 So. Fifth Avenue.

Advertising rates, agate, 15 cts. per line; educational, hotels, summer and winter resorts and publishers' announcements, 8 cts. a line. Reading notices, \$1 a count line.

INLAND PRINTER—Monthly (1st). Typographic. Established 1883. Inland Printer Co., publishers. Subscription, \$3; detailed average circulation for 1913, 17,104; 160 pages and cover, 2 columns; length of columns, 10 in.; width, 3¼ in. Can use matrices. Forms close 10th of preceding month. Office, 632 Sherman Street.

Advertising rates, \$7 an inch; 2x2 in., \$9; ¾ page, \$18; ¼ page, \$28; ½ page, \$45; full page, \$75, with discounts on six or twelve months, 5 or 10% respectively.

INLAND STATIONER—Business Equipment Journal—Monthly (10th). Trade. Established 1908. The Inland Trade Press Co., publishers. Subscription, \$1.50; detailed average circulation for 1913, 5,322; 80 pages, 2 columns; length of columns, 10 in.; width, 3¼ in. Can use matrices. Forms close 25th of preceding month. Office, 632 Sherman Street.

Advertising rates, one inch, \$4; two in., \$7; 3 in., \$12.50; ¼ page, \$17; ½ page, \$27.50; full page, \$55, with discounts of 5 or 10% on 6 or 12 month contracts. Reading notices, 75 cts. a line. Wants (minimum, 50 cts.), 25 cts. a line.

INLAND STOREKEEPER—Monthly. Trade. Established 1910. Byxbee Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 8,600; 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 18th of preceding month. Office, 208 So. LaSalle Street.

Advertising rates, \$5 an inch; ¼ page, \$9; ½ page, \$16; ¾ page, \$29; 1 page, \$54; Discount on 3, 6 and 12 insertions.

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INTERNATIONAL SOCIALIST REVIEW—Monthly. Socialist. Established 1900. Charles H. Kerr & Co., publishers. Subscription, \$1; claimed average circulation for 1913, 41,833; 68 to 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th preceding month. Office, 118 West Kinzie Street.

Advertising rates, agate, 25 cts. a line; per page, \$50; ¼ and ½ page, pro rata; no discount for time. No medical copy accepted.

INTER OCEAN AND FARMER—Every Thursday. Home and Agricultural. Established 1872. J. Keeley, publisher. Subscription, \$1; guaranteed average circulation for 1914-15, 100,000; 12 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 57 W. Monroe Street.

Advertising rates, agate, 23 cts. a line. Reading notices, 50 cts. a line.

INVESTING FOR PROFIT—Monthly (1st). Finance and investments. Established 1905. H. L. Barber & Co., publishers. Subscription, \$1; claimed average circulation for 1913, 30,000; 16 to 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 20th of preceding month. Office, 20-28 West Jackson Boulevard.

Advertising rates, 25 cts. a line; full page, \$100; ½, ¼ and ⅓ page, pro rata. Cover space 25% extra.

IRRIGATION AGE—Monthly. Irrigation. Drainage. Established 1885. D. H. Anderson, publisher. Subscription, \$1; claimed average circulation for year 1913, 34,179; 52 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Can use matrices. Forms close 2nd of each month. Office, 30 N. Dearborn Street.

Advertising rates, \$5.25 an inch; full page, \$100; ½ page, \$55; ¼ page, \$30; ⅓ page, \$18, with discount on 3, 6, 9 or 12 month contracts.

ISRAELITE—Every Saturday. Jewish. Family. Established 1854. Leo Wise & Co., publishers. Subscription, \$2.50; claimed average circulation for year 1912, 29,500; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 324 Dearborn Street.

Advertising rates, agate, 5 cts. a line, flat.

ITALIA (L')—Tri-Weekly. Tuesday, Thursday and Sunday. Italian. Independent. Established 1886. Oscar Durante, editor; Hector Durante, manager. Subscription, \$3; average circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, 54 West Harrison Street.

Advertising rates, display, agate, 7½ cts. a line, with discount on 1,000 lines or more. Reading notices, 25 cts. a count line.

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JEWISH COURIER—Every morning except Saturday. Yiddish. Established 1887. M. Ph. Ginzburg, publisher. Subscription, \$3; sworn average circulation for year ending March, 1914, daily, 36,874* net paid; Sunday, 39,765* net paid; 8 to 12 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Office, 1214 South Halsted Street.

Advertising rates, agate, daily, 5 cts.; one position 6 cts.; two positions, 7 cts. a line; twice a week for one year or 10,000 lines, 5%; every other day or 20,000 lines, 10%; every day or 30,000 lines 15% discount. Sunday, 6 cts.; one position, 7 cts.; two positions, 8 cts. a line.

JEWISH LABOR WORLD—Every Friday. Yiddish Labor. Established 1908. Jewish Socialist Publishing Assn., publishers. Subscription, \$1; claimed average circulation for 1913, 12,000. Can use matrices. Office, 1114 Blue Island Avenue.

Advertising rates, 5 cts. a line; on contract 3,000 lines or more within four months, 3 cts. a line.

JEWISH PRESS—Every morning except Saturday, and **JEWISH PROGRESS**, every Friday. Yiddish. Non-political. Established 1888. Abraham M. Liebling, publisher. Subscription, daily, \$3; weekly, \$1.50; circulation—not given by publisher; daily or weekly; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 1129-31 South Center Ave.

Advertising rates, 10 cts. a line; over 1,000 lines, 8 cts.; 2,500 lines, 6 cts.; 5,000 lines, 5 cts.; 10,000 lines, 4 cts. a line.

JEWISH STANDARD—Every Saturday. Jewish-Independent. Established 1907. Sol. H. Bauer & Sons, publishers. Subscription, \$1; circulation—not given by publisher; 8 to 16 pages, 5 columns, length of columns, 18 in.; width, 2½ in. Can use matrices. Office, 616 Ashland Block.

Advertising rates, 9 cts. a line; 1,000 lines on yearly contract, 8 cts.; 2,000 lines, 7 cts.; 3,000 lines, 6 cts.; 5,000 lines, 5 cts. a line. Reading notices, 20 cts. a count line; 500 lines, 15 cts.; over 3,000 lines, 12 cts. a count line.

JEWISH TIMES—Every Wednesday. Yiddish-Independent. Established 1912. Jehiel D. Liebling, editor and publisher. Subscription, \$1; claimed average circulation for six months prior to September 1914, 8,500; 8 pages, 5 columns, length of columns, 15¼ in.; width, 2½ in. Can use matrices. Office, 2117 West Taylor Street.

Advertising rates, agate, 5 cts. a line, with discount on 500 lines or more.

JOURNAL—Every evening, except Sunday. Independent. Democratic. Established 1844. John C. Eastman, publisher. Subscription,

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daily, \$3; sworn average circulation for six months prior to April 1914, 120,520* net paid; 14 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 15-21 South Market Street.

Advertising rates, agate, 30 cts. a line; next reading, 35 cts.; full position, 40 cts. a line; 26 times, or 2,000 lines, within one year, 24 cts. a line; 52 times, or 5,000 lines, 22½ cts.; 10,000 lines, 21 cts.; 104 times, or 15,000 lines, 20 cts.; 156 times, or 25,000 lines, 18 cts.; 312 times, or 40,000 lines, 17½ cts. a line. Double column advertisements must be 50 lines deep. Reading notices, \$1 a line; first page, \$1.50 a line; publishers, schools and colleges, hotels and resorts, 15 cts. a line, flat.

JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION—Every Saturday. Medical. Established 1883. American Medical Association, publishers. Subscription, \$5; sworn detailed average circulation for year, 1913, 60,710* net paid; 128 to 144 pages, 2 and 3 columns; length of columns, 9½ in.; width, 2½ and 3¼ in. Forms close 10 days in advance. Office, 535 North Dearborn Street.

Advertising rates, \$5.50 an inch; ⅓ page, \$9; ½ page, \$17.50; ¾ page, \$31; 1 page, \$55; one page, \$95, with discounts on 3, 6, 13, 26 or 52 time contracts. Classified, \$1.50 for 30 words, or less; 5 cts for each additional word.

KATHOLISCHES WOCHENBLATT—Every Wednesday. German. Catholic. Established 1859. F. X. Brandecker, publisher. Subscription, \$2; claimed circulation for 1913, 5,300; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 1948 Sedgwick Street.

Advertising rates, agate, 4 cts. a line; business notices, 15 cts.; classified advertisements, 75 cts. per inch; 1 inch, one year, \$20.

KATOLICHE SLOVENSKÉ NOVINY—Every Wednesday, LUDOVY DENNIK. Every evening. Catholic. Established 1911. Ludovy Dennik Pub. Association (Inc.), publishers. Subscription daily, \$4; weekly, \$3; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 35 cts. an inch, with discounts on 1 or 2 weeks, 1, 3, 6 or 12 month contracts.

KATOLIK—Every Tuesday and Friday. Bohemian. Catholic. Established 1893. Subscription, \$2; sworn average circulation for year 1913, 9,421*; 8 to 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 1637 Allport Street.

Advertising rates, agate, 3 cts. a line, with discounts from 10 to 60% on time, ranging from two weeks to one year.

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LEDGER—See Chicago Ledger.

LIETUVA—Every Friday. Lithuanian. Independent. Established 1892. Lietuva Publishing Co. (Inc.), publishers. Subscription, \$2; claimed average circulation for 1913, 12,000; 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Office, 3252 South Halsted Street.

Advertising rates upon application.

LIVE STOCK JOURNAL—Monthly. Live Stock. Established 1868. T. Butterworth, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 25,000; 20 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, Hyde Park, 55th Street and Lake Ave. Also dated at Santa Cruz, California.

Advertising rates, agate, 15 cts. a line.

LIVE STOCK REPORT—Every Friday. Live Stock and Agricultural. Established 1891. Clay, Robinson & Co., publishers. Claimed average circulation for 1913, exceeding 50,000; 12 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, Union Stock Yards.

Advertising rates, agate, 20 cts. a line.

LIVE STOCK WORLD—Every day except Sunday. Thursday issue being published as a WEEKLY. Live Stock and Agricultural. Established 1901. A. C. Halliwell, manager. Subscription, \$3; detailed average circulation for year 1913, daily, 46,570*; weekly, 60,535*; 4 to 8 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, Union Stock Yards.

Advertising rates, agate, full position, 10 cts. a line; run of paper, 8 cts. a line; one yearly contract, run of paper, 1,000 lines, 7 cts.; 2,500 lines, 6 cts.; 5,000 lines, 5 cts. a line; one month, to run not less than twice a week, 7½ cts.; two months, 7¼ cts.; three months, 7 cts.; six months, 6 cts.; nine months, 5½ cts.; twelve months, 5 cts. a line. WEEKLY, display, 8 cts. a line. Reading notices (minion), 25 cts.; five insertions, 20 cts.; ten insertions, 15 cts.; twenty insertions, 10 cts. a count line. Classified, 6 cts. a line.

LIVING CHURCH—Every Saturday. Episcopal. Established 1878. Young Churchman Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close Monday preceding. Office, 19 South LaSalle Street.

Advertising rates, agate, 20 cts. a line; 1,000 lines, or 26 times, 15 cts. a line; 2,000 lines, or 52 times, 12 cts. a line; publishers and schools, 15 cts. a line, unless entitled to lower rate on yearly contract.

LUDOVY DENNIK—See Katholische Slovenske Noviny.

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McKINNEY SP'L AGENCY—See advertisement on page 442.

MAIL ORDER JOURNAL—Monthly (1st). Trade advertising. Established 1897. Mail Order Journal Co., publishers. Subscription, \$1; circulation—not given by publisher; 48 to 80 pages, 2 columns; length of columns, 6½ in. Forms close 25th of month preceding. Office, Schiller Building.

Advertising rates, agate, 35 cts. a line; ¼ page, one time, \$12.50; ½ page, \$25; one page, \$50. Classified, 2 cts. a word. Special rate for publishers and advertising agents cards.

MASONIC CHRONICLER—Every Saturday. Masonic. Established 1898. The Masonic Chronicler Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, 19,500; 16 to 20 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices. Office, 431 South Dearborn Street.

Advertising rates, \$1.50 an inch, with discounts on time space contracts. Readers, 15 cts. a line.

MASONIC VOICE REVIEW—Monthly. Masonic. Established 1845. Wm. H. Gray, publisher. Subscription, \$1.50; circulation—not given by publisher; 32 pages, 2 columns; length of columns, 7½ in.; width, 2¼ in. Forms close 15th preceding month. Office, 265 LaSalle Street.

Advertising rates, \$2.25 an inch; 2 in., \$4; ¼ page, one time, \$7.50; ½ page, \$14; one page, \$25. Reading notices, brevier, 25 cts. a line.

MATHEWS (JULIUS) LIST—See Boston Mass.: also.

See advertisement on page 473.

MEDICAL RECORDER—Monthly (15th). Medical. Established 1890. Medical Recorder Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 5,900; 144 pages, 2 columns; length of column, 8 in.; width 2½ in. Forms close 5th preceding month. Can use matrices. Office, Pullman Building.

Advertising rates, \$20 a page; ½ page, \$12.50; ¼ page, \$8; ⅛ page, \$5.

MEDICAL STANDARD—Monthly, Medical. Established 1887. G. P. Engelhard & Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 9,200; 100 pages, 2 columns; length of columns, 9 in.; width, 3 in. Can use matrices. Office, 536 South Clark Street.

Advertising rates, 1 inch, one time, \$4; three months, \$10; six months, \$18; one

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year, \$30; ½ page, one time, \$8; ¼ page, \$14; ⅛ page, \$25; one page, \$40.

MEN'S WEAR—See New York City.

MERCHANTS RECORD AND SHOW WINDOW—Monthly. Advertising. Established 1897. The Merchants Record Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 8,624; 80 pages, 2 columns; length of columns, 9¾ in.; width, 3¼ in. Forms close 20th preceding month. Office, 431 South Dearborn Street.

Advertising rates, ⅓ page, one time, \$10; ½ page, \$15; ¼ page, \$20; ⅛ page, \$35; one page, \$60. Discount on three months or longer.

MILK NEWS—Monthly (1st). Dairy. Farm. Established 1892. E. J. Fellows, editor and publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 15,000; 8 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close 25th of preceding month. Office, 29 South LaSalle Street.

Advertising rates, 75 cts. an in. for quarter page or more; less than quarter page \$1.25 an inch.

MILLINER—Monthly. Trade. The Milliner Co., publishers. Subscription, \$3; circulation—not given by publisher; 2 columns to page; length of columns, 10½ in.; width, 3½ in. Office, corner Quincy and Market Streets.

Advertising rates on application.

MILWAUKEE RY. SYSTEM EMPLOYEES' MAGAZINE—Monthly (1st). Chicago, Milwaukee and St. Paul Ry. System Employees. Established 1913. Chicago, Milwaukee and St. Paul R. R. Co., publishers. Subscription, \$1; (Free to employees); claimed average circulation for six months ending June 1914, 45,000; 68 to 100 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 25th of month preceding. Office, Railway Exchange Building.

Advertising rates, full page, \$75; 6 months, \$65; full year, \$60 a page each insertion; ½ page, \$40; \$35 or \$32.50; ¼ page, \$25; \$22.50 or \$20 each insertion, on one, six or twelve time contracts respectively.

MINING AND ENGINEERING WORLD—Every Saturday. Mining and Engineering. Established 1894. Mining World Co., publishers. Subscription, \$3; claimed average circulation for 1913, 9,250; 124 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, Monadnock Building.

Advertising rates, \$40 a page.

The advertisements in the back of this book represent a fund of information which no advertiser can afford to ignore.

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MISSION STUDIES—Monthly. Missions. Established 1883. Woman's Board of Missions of the Interior, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 4,817; 32 pages, 2 columns; length of columns, 8 in. width 2½ in. Office, 1315-19 South LaSalle Street.

Advertising rates, \$1 an inch; three months or longer, 75 cts. an inch; full page, \$10; outside page, \$18.

MISSION WANNEN—Every Tuesday. Swedish. Undenominational. Established 1874. Mission Publishing Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 144 Oak Street.

Advertising rates 75 cts. an inch.

MODERN GROCER—Every Saturday. Trade. Established 1897. The Modern Grocer Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 4,500; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Can use matrices. Forms close Wednesday. Office, 215 South Market Street.

Advertising rates, \$2 an inch; ½ page, one time, \$10; ¼ page, \$15; ½ page, \$27.50; one page \$50. Discount, on 3 months and longer.

MOTOGRAPHY—Every Thursday. Motion Picture Trade. Established 1909. Electricity Magazine Corporation, publishers. Subscription, \$2; claimed average circulation for 1913, 18,000; 64 pages and cover, 2 columns; length of columns, 9½ in.; width, 3½ in.

Advertising rates, ½ page (minimum space), \$7; ¼ page, \$11; ½ page, \$20; ¾ page, \$35; one page, \$60; back cover, \$75. Classified, 5 cts. a word.

MOTOR AGE—Every Thursday. The Class Journal Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 23,372*; 120 pages to 300 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 910 South Michigan Avenue.

Advertising rates, full page, \$100; ½ page, \$56.50; ¼ page, \$31.50; ⅓ page, \$18.50, with discounts on 13, 26 or 52 insertions.

MOTOR FIELD—Monthly (1st). Established 1902. Van Sicken Pub. Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 16,825; 112 pages, 2 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Office, 403 Monadnock Bldg.

Advertising rates, ¾ page, \$25; ¼ page, \$40; ½ page \$60; one page, \$100. Discount on three or more insertions.

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MOVIE PICTORIAL—Every Saturday. Illustrated moving picture stories. Cloud Publishing Co., publishers. Subscription, \$4; claimed average circulation for three months ending August 100,000; 28 pages, 3 columns, length of columns, 12 in.; width, 2½ in. Cannot use matrices. Office 8 S. Dearborn Street.

Advertising rates, 50 cts. a line. See advertisement on page 469.

MULTITUDE—Monthly (20th). General business and financial. Established 1914. Globe Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for three months ending September 1914, 15,000; 128 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 10th of month. Office, 1203 Manhattan Building.

Advertising rates, agate, 20 cts. a line; full page (224 lines), \$30; ½, ¼ or ⅓ page pro rata.

MUSICAL LEADER—Every Thursday. Musical and Literary. Established 1895. Musical Leader Publishing Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 28 to 42 pages, 3 columns; length of columns, 13½ in.; width, 14 ems pica. Office, McCormick Building.

Advertising rates, \$5 an inch; one month, \$18; three months, \$42; six months, \$72; one year, \$120. Further rates on application.

NAROD POLSKI—Every Wednesday. Official organ of the Polish Roman Catholic Union. Polish. Democratic. Established 1897. The Narod Polski Publishing Co. publishers. Sworn average circulation for 1913, 50,000; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 984-6 Milwaukee Ave.

Advertising rates, agate, 11 cts. a line, flat. Reading notices, or classified, 5 cts. a word.

NATIONAL BANKER—Monthly (15th). Financial. Established 1892. O. M. Pague, publisher. Subscription, \$3; claimed average circulation for year 1913, 6,000; not given by publisher; 36 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Cannot use matrices. Forms close 10th of each month. Office, 30-32 North Dearborn Street.

Advertising rates, agate, 20 cts. a line; \$2.10 an inch; full page, \$60; ½ or ¼ page, pro rata. Special position on reading pages, 10% extra. Inside or back covers, 15% additional. Reading notices, 50 cts. a line.

NATIONAL BUILDER—Monthly (1st). Architecture and Building. Established 1885. Porter, Hodgson Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 29,000; 196 pages, 2 columns;

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length of columns, 8 in.; width of page 5½ in. Forms close 12th of preceding month. Office, 537 Dearborn Street.

Advertising rates, ¼ page, \$15; ½ page, \$26; ¾ page, \$47; one page, \$90. Discount on 3 months or longer.

NATIONAL CLEANER AND DYER—Monthly (15th). Cleaning and Dyeing. Established 1910. Dowst Bros. Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 5,000; 64 to 84 pages, 2 columns; length of columns, 10½ in.; width, 4 in. Forms close 5th. Office, 120-24 Ann Street.

Advertising rates, \$4 an inch; 3 months, \$3.55; 6 months, \$3.25; one year, \$2.85 an inch.

NATIONAL ENGINEER—Monthly. Engineering. Established 1887. Subscription, \$1; claimed average circulation for year 1913, 23,015; 180 pages, 3 columns; length of columns, 10 in.; width, 2¾ in. Office, 323-325 Dearborn Street.

Advertising rates, ¾ page, \$22.50; ½ page, \$37.50; ¼ page, \$60; one page \$90.

NATIONAL HARNESS REVIEW—Monthly. Trade. Established 1879. Jefferson Jackson, publisher. Subscription, \$1; claimed average circulation, for year 1913, 5,000; 58 to 122 pages; length of columns, 10½ in.; width, 2½ in. Forms close 10th preceding month. Office, 542 South Dearborn Street.

Advertising rates, \$2 an inch. Reading notices, 30 cts. per line. Classified, 2 cts. per word.

NATIONAL HOTEL REPORTER—Daily except Sunday. Hotel interests. Established 1871. T. W. Price publisher. Subscription \$5; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 19 in.; width, 2½ in. Office, Auditorium Tower.

Advertising rates \$7.50 an inch with discount for time and space.

NATIONAL HUMANE JOURNAL—Monthly. Humane. Established 1870. Humane Journal Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, 10,688; 16 pages, 3 columns; length of columns, 7 in.; width, 2½ in. Can use matrices. Office 513 Cambridge Bldg.

Advertising rates, \$2.00 an inch first insertion; \$1.00 each subsequent insertion.

NATIONAL JEWELER AND OPTICIAN—Monthly. Jewelry. Established 1906. G. P. Engelhard & Co., publishers. Subscription \$1; sworn detailed average circulation for first five months 1914, 11,787*; 100 to 150 pages, 2 columns; length of columns, 10 in.; width 3½ in. Can use matrices. Office, 536 South Clark Street.

Advertising rates, \$4 an inch (minimum space). Further rates on application.

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NATIONAL LAUNDRY JOURNAL—Semi-Monthly. Trade. Established 1878. Dowst Bros. Co., publishers. Subscription, \$2; average circulation for five years ending Dec. 31, 1913, 6,000; 100 pages, 2 columns; length of columns, 11 in.; width, 4 in. Forms close 1st and 15th of each month. Office, 120-124 Ann Street.

Advertising rates on application.

NATIONAL STOCKMAN AND FARMER—See Pittsburg, Pa.

NEWS—Every evening except Sunday. Independent. Established 1876. Victor F. Lawson, publisher. Subscription, \$4; sworn average circulation for year 1913, 352,395* net; 366,605* gross; 18 to 30 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices if not of half tones. Office, 15 North Fifth Avenue.

Advertising rates, agate, 40 cts. a line; one time a week three months, e. o. d. for one month, or 2,500 lines, 39 cts. a line; daily, one month, 2 times a week; 3 months, one time a week, 6 months, or 5,000 lines, 38 cts.; e. o. d. three months; 2 t. a. w. six months, 1 t. a. w. for one year, or 10,000 lines, 37 cts. a line; daily, three months, e. o. d. six months; 2 t. a. w. for one year, or 15,000 lines, 36 cents a line; daily, six months, e. o. d. for one year, or 20,000 lines, 35 cts. a line; daily, one year, or 25,000 lines, 34 cts. a line. Special notices, 40 cts. a line; business mention 50 cts.; business topics, 80 cts. Reading notices, \$2 a line. Classified, 25 cts. a line. Cuts must be on flat metal base. Double column advertisements must be at least 50 lines deep.

NEW WORLD—Every Friday. Catholic. Established 1892. The Catholic Press Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 24,750; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Forms close one week in advance. Can use matrices. Office, McCormick Bldg.

Advertising rates, agate, 15 cts. a line. Reading notices, 40 cts. a line.

NORTHWESTERN CHRISTIAN ADVOCATE—Every Wednesday. Methodist Episcopal. Established 1852. Methodist Book Concern, publishers. Subscription, \$1; claimed average circulation for year 1913, 45,000; 32 pages, 3 columns; length of columns, 11¼ in.; width 2½ in. Can use matrices. Forms close 10 days in advance. Office, 1020 Wabash Avenue.

Advertising rates, agate, 25 cts. a line. Classified, 3 cts. per word. Combination rate including Pittsburgh Christian Advocate, Cincinnati Western Christian Advocate, Chicago Northwestern Advocate, Kansas City Central Christian Advocate, Portland Pacific Christian Advocate, San Francisco, California, Christian Advocate, and Chicago Epworth Herald, a total circulation of 275,000, \$1.25 a line.

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NOVELTY NEWS—Monthly. Premium Goods and Advertising specialties. Mail Order. Established 1905. Henry S. Bunting, publisher. Subscription, \$2; sworn average circulation for six months ending March 1914, 10,391*; 130 pages, 3 columns, length of columns, 10 in.; width, 2½ in. Can use matrices. Office, 215 South Market Street.

Advertising rates, \$7 an in., with 20 per cent discount on twelve time contracts.

See advertisement on page 475.

NYA WECKO-POSTEN—Every Tuesday. Swedish. Baptist. Established 1878. E. Wingen, publisher. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 1142 Wells Street.

Advertising rates, agate, 5½ cts. a line. Reading notices, 7 cts. per agate line. Investment ads. 6 cts. a line.

OFFICE APPLIANCES—Monthly. Trade. Office Equipment. Established 1904. Office Appliance Co., publishers. Subscription, \$1.50; claimed circulation for year 1913, 6,500; 144 pages, 3 columns; width of columns, 2½ in. Can not use matrices. Office, Plymouth Building.

Advertising rates, full page, \$66; ¼, ½ page or less space pro rata; 5, 10 or 15% discount on three, six or twelve consecutive insertions.

OFFICE OUTFITTER—Monthly. Office equipment. Established 1907. The Office Outfitter Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,404; 80 pages and cover, 3 columns; length of columns, 10 in.; width, 15 picas. Office, 445 Plymouth Court.

Advertising rates, \$3 an inch, with discounts for time and space.

OPERATIVE MILLER—Monthly (1st). Flour milling interests. Established 1896. Operative Miller Press, publishers. Subscription, \$1; claimed average circulation for year 1913, 6,850; 00 pages, 3 columns; length of columns, 11¼ in.; width, 2½ in. Can use matrices. Forms close 20th of preceding month. Office, 443 South Dearborn Street.

Advertising rates, full page, \$100; ½ page \$65; ¼ page \$50; ⅛ page \$35; ⅙ page \$20; ⅓ page \$15; with discounts on 3, 6, or 12 month contracts.

OPPORTUNITY—Monthly. Opportunities specifically told. Established 1909. The John Magee Company, publishers. Subscription, \$1.50; claimed average circulation for year 1913, 200,000; 4 columns to page; length of columns, 12 in.; width, 2¼ in. Forms close 10th preceding month. Office, 15 South Market Street.

Advertising rates, agate, \$1 a line; per page, at rate of 85 cts. a line; no other

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time or space discount. Classified, 15 cts. per word, with 10 per cent on time order.

ORANGE JUDD FARMER—Central Western edition of the **ORANGE JUDD WEEKLIES**. Every Saturday. Agricultural. Established 1888. Orange Judd Co., publishers. Subscription, \$1; sworn average circulation for year 1913, 126,830*; 16 to 48 pages, 4 columns; length of columns, 13 11/14 in.; width, 2½ in. Forms close Tuesday preceding week. Office, Michigan Boulevard Building.

Advertising rates, per agate line, 50 cts. Full page (772 lines) \$350. Preferred position 15 and 25% extra. Reading matter type, full position, display column, 50 per cent additional. Reading notices, minion, under head of "Business notices," or at end of columns of reading \$1 per count line. Classified, 5 cts. a word. For combination rate with **American Agriculturist**, **New England Homestead**, **Southern Farming** and **Northwest Farmstead**, also **National Farm Power** combination, see **American Agriculturist**, New York City.

PACKER (The)—See Kansas City, Mo.

PHOTOPLAY MAGAZINE. Monthly (20th). Motion picture interests. Established 1912. Cloud Publishing Co., publishers; subscription \$1; guaranteed average circulation for year 1914-15, 200,000; 160 or more pages, 2 columns; length of columns, 8½ in.; width, 2¼ in. Can not use matrices. Forms close 20th of second month preceding. Office 850 Dearborn Street.

Advertising rates, agate, 50 cts. a line; full page (240 lines), \$100; ½, ¼ and ⅙ pages, pro rata. Classified (minimum four lines), 75 cts. a line.

See advertisement on page 469.

PIANO MAGAZINE AND MUSIC INDUSTRY—Monthly (20th). Musical. Established 1906. N. Y. Music Industry Corporation, publishers. Subscription, \$1.50; claimed average circulation for year 1913, 34,580; 100 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close 10th of preceding month. Office 707 Transportation Bldg.

Advertising rates, agate, \$4 an inch; ½ page, \$8; ¼ page, \$5; ⅙ page, \$3; 1 page, \$60. Discounts, 5, 10 and 20% on 3, 6 and 12 insertions.

PLATFORM—Monthly (1st), Lyceum and Chautauqua. Established 1910. Fred High, Editor and Publisher. Subscription, 50 cts.; circulation—not given by publisher; 16 to 20 pages, 4 columns, length of columns, 11¼ in.; width, 2¼ in. Can use matrices. Forms close 20th of month preceding. Office, Steinway Hall, 64 E. Van Buren St.

Advertising rates, \$1.25 an inch; full page, \$30; ½ page, \$20; ¼ page, \$15; ⅙ page, \$12; ⅓ page, \$5; ⅓ page, \$3.

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POPULAR MECHANICS MAGAZINE—Monthly (20th). Mechanical. Established 1902. Popular Mechanics Co., publishers. Subscription \$1.50; guaranteed average circulation for year 1914, 350,000*; 260 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th of preceding month. Office, 6 N. Michigan Ave.

Advertising rates, agate, \$2.20 a line; three months, \$2; six months, \$1.90; one year, \$1.75 a line, per time; one inch, one time, \$30; ¼ page, \$60; ½ page, \$110; ¾ page, \$205; one page, \$400, with discounts on 3, 6 and 12 month contracts. Stipulated position, 10% additional. Classified (minimum 10 words), 15 cts. a word, flat.

POST—Every evening except Sunday. Independent. Established 1890. J. C. Shaffer, publisher. Subscription, \$3; sworn average circulation for year ending April 1, 1913, 58,829* net paid; 12 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, 12 South Market Street.

Advertising rates, agate, 30 cts. a line; 2,500 lines, within one year, 25 cts.; 4,000 lines, 20 cts.; 5,000 lines, 18 cts.; 7,500 lines, 15 cts.; 10,000 lines, or more 12 cts. a line. Consecutive insertions, 26 times, 25 cts. a line; 52 times, 20 cts.; 104 times, 18 cts.; 156 times, 15 cts.; 312 times, 12 cents a line. Preferred position, 15 and 25% extra. Double column advertisements must not be less than 50 lines deep. Classified, 10 cts. a line. Reading notices, \$1 per count line; publishers announcements, 17 cts. a line. Schools, colleges, hotels and resorts, displayed, under proper classification, 15 cts. a line.

See advertisement on page 441.

POWER WAGON—Monthly. Commercial. Motor Vehicles. Established 1904. Power Wagon Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 10,000; 150 pages, 2 columns; length of columns, 10½ in.; width, 3½ in. Office, McCormick Building.

Advertising rates, ¼ page, one time, \$25; ½ page, \$45; one page, \$75; 2 pages, \$135.

PRACTICAL DECORATOR—Monthly Trade. Established 1911. Practical Decorator Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 8,325; 60 pages, 1 column; length of column, 7 in.; width, 4¾ in. Office, 38 South Dearborn Street.

Advertising rates, full page, \$40; ½ page, \$25; ¼ page, \$20, with discounts on 3, 6, or 12 month contracts.

PRACTICAL ENGINEER—Semi-monthly. Mechanical. Established 1896. Technical Publishing Co., publishers. Subscription, \$1; sworn average circulation for 1913, 23,021*; gross, 20,914* net; 116 pages, 2 columns; length of columns, 10¼ in.; width, 3½ in.

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Forms close 15 days prior to date of issue. Office, 537 South Dearborn Street.

Advertising rates, ¼ page, one time, \$16; ½ page, \$26; ¾ page, \$45; one page, \$78.

PRAIRIE FARMER—Every other Saturday. Agricultural. Established 1841. B. D. Butler, publisher. Subscription, 50 cts.; detailed average circulation for year 1913, 90,636; 24 to 60 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close 5th and 20th preceding date of issue. Office, Rand-McNally Building.

Advertising rates, agate, 50 cts. a line; Preferred position, 20% extra. Reading notices, \$2 a count line. Classified, 6 cts. per word.

PRODUCE NEWS. See New York City.

PUBLIC—Every Friday. Fundamental Democracy. Established 1898. Louis F. Post, publisher. Subscription, \$1; claimed average circulation for 1913, 20,000; 24 pages, 2 columns; length of columns, 8½ in.; width, 3 in. Can use matrices. Forms close 10 days in advance. Office, Ellsworth Building.

Advertising rates, 12 cts. a line, flat; back cover, \$35.

PUBLIC LIBRARIES—Monthly (1st, except August and September). Literary and Library interests. Established 1896. Library Bureau, publishers. Subscription, \$2; circulation—not given by publishers; 60 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding. Office, 6 North Michigan Avenue.

Advertising rates, full page, \$32; ½, ¼ or ⅓ pages, pro rata, with discount of 10 and 15% on 5 or 10 insertions.

PUBLIC SERVICE—Monthly. Public Utilities. Established 1906. H. J. Gonden, publisher. Subscription, \$2; claimed average circulation for year 1913, 21,261; 72 pages, 2 columns; length of columns, 11 in.; width, 3½ in. Can use matrices. Office, Peoples Gas Building.

Advertising rates, ⅓ page (minimum space), \$3.75; ½ page, \$6; ¾ page, \$12; ½ page, \$20; one page, \$35. Discount on 3 or more insertions.

RACING FORM—Every morning except Monday, including SUNDAY. Racing. Established 1894. Daily Racing Forms, Publishing Co., publishers. Subscription, \$17; sworn average circulation for six months prior to April, 1914, 12,477* net paid; 4 to 8 pages, 4 columns; length of columns, 16½ in.; width, 2½ in. Can not use matrices. Office, 441 Plymouth Court.

Advertising rates, commercial, \$2 an inch; turf advertisements, \$4 an inch.

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RAILWAY REVIEW—Every Saturday. Railroad. Established 1868. Railway Review, publishers. Subscription, \$4; claimed average circulation for first six months 1914, 8,516; 52 pages, 2 columns; length of columns, 10 $\frac{1}{2}$ in.; width, 3 9/16 in. Office, Ellsworth Building.

Advertising rates on application.

RAND-McNALLY BANKERS MONTHLY—Monthly. Banking. Established 1883. Rand, McNally & Co., publishers. Subscription, \$2; claimed average circulation for 1913, 6,000; 95 pages, 2 columns; length of columns, 7 $\frac{3}{4}$ in.; width, 2 $\frac{1}{2}$ in. Cannot use matrices. Forms close 15th. Office, Rand-McNally Building.

Advertising rates, two in. (minimum), \$13.35; $\frac{1}{4}$ page, \$20; $\frac{1}{2}$ page, \$30; full page, \$50, with discounts on 6 or 12 month contracts. Special position, 25% extra.

RED BOOK MAGAZINE (The)—Monthly (23rd of preceding month). Fiction. Short stories. Established 1903. The Red Book Corporation, publishers. Subscription, \$1.50; circulation—not given by publishers; 208 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 5th preceding month. Office, North American Building.

Advertising rates, agate (minimum 7 lines), \$1.50 a line; one page, one time, \$300; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata. No time discounts; facing contents, \$375 per page; 2d and 3d covers, \$375; facing title page of Art section, \$375; facing last page of reading, \$375; back cover page, \$1,500. Classified (minimum 4 lines), \$1.50 a line. Combination rate with Blue Book Magazine and Green Book Magazine, \$150.00 a page additional; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ page, pro rata.

REFORM ADVOCATE—Every Saturday. Jewish. Established 1890. Bloch & Newman, publishers. Subscription, \$2; claimed average circulation for year 1913, 22,540; 32 pages, 3 columns; length of columns, 11 in.; width, 2 $\frac{1}{2}$ in. Office, 7 South Dearborn Street.

Advertising rates, agate, 12 cts. a line; 1,000 lines, 10 cts.; 2,000 lines, 9 cts.; 3,000 lines, 8 cts.; 5,000 lines, 7 cts.; 10,000 lines, 6 cts. a line. Reading notices, 25 cts. per count line, 1,000 lines and over 20 cts. a line.

RETAIL COALMAN—Monthly. Trade. Established 1900. The Retail Coalman, Inc., publishers. Subscription, \$1; circulation—not given by publisher; 116 pages, or more, 2 columns; length of columns, 9 $\frac{1}{2}$ in.; width, 3 $\frac{1}{4}$ in. Forms close 25th preceding month. Can use matrices. Office, Monadnock Building.

Advertising rates, $\frac{1}{8}$ page, one time, \$6; $\frac{1}{4}$ page, \$11; $\frac{1}{2}$ page, \$20; one page, \$40. Discount, 5, 10 and 20% on 3, 6 and 12 months respectively.

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RETAILERS' JOURNAL (The)—Monthly. Grocery Trade. Established 1897. S. W. Roth, editor. Subscription, \$1; circulation—not given by publisher; 966 pages, 2 columns; length of columns, 8 $\frac{3}{4}$ in.; width, 3 $\frac{1}{4}$ in. Forms close 25th preceding month. Can use matrices. Office, 36 LaSalle Street.

Advertising rates, \$5 an inch; one page, one time, \$75; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata. Special rate for yearly business.

REYVEN—Every Saturday. Norwegian-Danish-Socialist. Established 1894. Christian Botker, Editor and Publisher. Subscription \$1, claimed average circulation for year 1913, 5,200; 6 pages, 7 columns, length of columns, 19 $\frac{1}{4}$ in.; width 2 $\frac{1}{2}$ in. Can use matrices. Office 2639 W. North Ave.

Advertising rates, 35 cts. an inch, with rebate of 10, 15, 20, 35 or 40% on 2 insertions, one month, three months, 6 months or one year respectively. Reading matter (body type 10 point), 10 cts. a line. Want ads 5 cts. a line.

RHODES AND LEISERING—

See advertisement on page 467.

ROCK ISLAND EMPLOYEES' MAGAZINE—Monthly (1st). Railway employees. Established 1907. Chicago, Rock Island and Pacific Railway Co., publishers. Subscription (distributed free to employees), \$1.50; circulation—not given by publisher; 52 pages, 2 columns; length of columns, 8 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Forms close 20th preceding month. Office, LaSalle Street Station.

Advertising rates, full page, \$45; $\frac{1}{2}$ page, \$25; $\frac{1}{4}$ page, \$15; $\frac{1}{8}$ page, \$8, with discounts on yearly contracts. Preferred position, 20% extra.

RODZINA POLSKA—Every Thursday (Polish), Domestic. Established 1910. Polish American Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 32 pages, 2 and 3 columns; length of columns, 9 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ and 3 3/7 in. Can use matrices. Office, 1163 Milwaukee Avenue.

Advertising rates, \$1 an inch. Readers, 30 cts. a line. Classified, 2 cts. per word.

ROVNOST L'UDU—Every Wednesday. Slovak-Socialist. Established 1907. Slovak-Socialist Publishing Co., publishers. Subscription, \$1.75; claimed average circulation for 1913, 5,575; 8 pages, 7 columns; length of columns, 19 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 1825 Loomis Street.

Advertising rates, one inch, 50 cts; two times, 75 cts.; two in., 85 cts.; two times, \$1.50, with additional discounts on 3, 6 or 12 month contracts.

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SANDEBUDET—Every Tuesday. Swedish. Methodist Episcopal. Established 1862. Swedish Methodist Book Concern, publishers. Subscription, \$1.50; claimed circulation for year 1913, 7,000; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Office, 351 West Oak Street.

Advertising rates, agate, 50 cts. an inch each insertion.

SANTA FE MAGAZINE—Monthly (15th). Railroadmen. Albert MacRae, editor and publisher. Subscription (distributed free to employees), \$1.50; claimed average circulation for year 1913, 65,000; 160 pages and covers, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 25th of preceding month. Office, Railway Exchange Building.

Advertising rates, agate, 50 cts. a line; ½ page or more, 40 cts. a line; full page, \$60; one year, \$600; ½ page, \$35, one year, \$350; ¼ page, \$20, one year, \$200; ⅓ page, \$12, one year, \$1.25. The yearly rate will be allowed on seven insertions or more. Back cover page, 50% additional. Other cover and special positions, 20% additional.

***SATURDAY BLADE**—Every Saturday. Family. News. Miscellany. Established 1888. W. D. Boyce Co., publishers. Subscription, \$1; circulation, in combination with CHICAGO LEDGER, proved and guaranteed, 1,250,000*; 12 to 16 pages, 6 columns; length of columns 19 5/14 in.; width 2 1/4 in. Can use matrices. Forms close Monday preceding. Office, 500-14 N. Dearborn Street.

All advertisements must include SATURDAY BLADE, and CHICAGO LEDGER. Combined rate, \$2.50 per agate line. Classified, 30 cts. per word.

See advertisement on page 457.

SATURDAY EVENING TELEGRAPH—Every Saturday. Theatrical and Sporting. Established 1913. Jack Lait and Tom Bourke editors and publishers. Subscription, \$2.50; circulation—not given by publishers; 12 to 16 pages, 7 columns, length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Colonial Theater Building.

Advertising rates, agate, 12½ cts. a line; full page (2100 lines), \$200; ½ page, \$100; 1 column, \$35; colored supplement, 25 cts. a line; full page, \$400; ½ page, \$200; 1 column, \$75. Discounts of 5, 10, or 15% on 13, 26, or 52 insertions.

See advertisement on page 446.

SCANDIA—Every Saturday. Norwegian-Independent. Established 1888. L. H. Lund, publisher. Subscription \$1. claimed average circulation for year 1913, 6,000; 6 pages, 7 columns, length of columns 19½ in. width 2¼ in.; Cannot use matrices. Office 2818 W. North Ave.

Advertising rates, 50 cts. an inch.

SCHOOL REVIEW—Monthly, except July and August. Educational. University of

*Proof of circulation on file at this office.

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Chicago Press, publishers. Subscription, \$1.50; circulation—not given by publisher 100 pages, 2 columns; length of columns, 8 in.; width, 3 in. Can use matrices.

Advertising rates, \$2.05 an inch; full page, \$25; ½ page, \$14; ¼ page, \$8; two in., \$4.50, with discounts of 10, 20 or 33⅓% on 3, 5 or 10 insertions.

SEMI-MONTHLY MAGAZINE SECTION
—See New York City, N. Y.

SHAFFER GROUPE—
See advertisement on page 441.

SHORT HAND WRITER—Monthly. Stenographic. Established 1905. William L. James, publisher. Subscription, \$1; claimed circulation for year 1913, 12,000; 72 pages, 2 columns; length of columns, 8 in., width, 2½ in. Forms close 15th of preceding month. Office, 723 Schiller Building.

Advertising rates, \$2.50 an inch; full page, \$30; ½ or ¼ page, pro rata.

SKANDINAVEN—Every evening except Sunday, SUNDAY MORNING and SEMI-WEEKLY, Wednesdays and Fridays. Norwegian-Danish. Republican. John Anderson Publishing Co., publishers. Established 1866. Subscription, daily, \$3; Sunday, \$1; Semi-weekly, \$2; circulation—claimed average for 1913, daily or Sunday, exceeding 18,000 Semi-weekly, exceeding 35,000; daily, 8; Sunday, 12 to 16; semi-weekly, 12 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 511-517 No. Peoria Street.

Advertising rates, agate, daily, 5 cts. a line (Sunday 7 cts.). Discounts, 10% on 1,000 lines, daily or Sunday; 20% on 5,000 lines; 30% on 10,000 lines; 40% on 25,000 lines. Reading notices, daily or Sunday, 25 cts. a line. Semi-weekly, 10 cts. per agate line. No discount in Semi-weekly for time or space. Reading notices, in Semi-weekly, 40 cts. a line.

See advertisement on page 466.

SLAVIE—Semi-Weekly. (Tuesday and Friday.) Bohemian-Independent. Democrat. Established 1861. Slavie Publishing Company, publishers. Subscription \$2.20. Claimed average circulation for year 1913, 10,000 net; 8 pages, 6 columns, length of columns, 19½ in. width 2¼ in. Can use matrices. Office 2544 South Millard Avenue.

Advertising rates, 65 cts. an inch.

SONNTAG POST—Sunday edition Abendpost, which see. Also
See advertisement on page 435.

SPORTS AFIELD—Monthly. Literature. Sports and Natural Science. Established 1887. Sports Afield Publishing Co., publishers. Subscription, \$1.50; detailed average circulation for year 1913, 42,960*; 100 pages, 2 columns;

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length of columns, 8 in.; width, 2½ in. Forms close 15th of month preceding date of issue. Office, 542 South Dearborn Street.

Advertising rates, agate, 25 cts. a line; (minimum, 14 lines). No discount for time or space.

SPRAVEDLNOST—Every morning including SUNDAY, and ZAJMY LIDU Semi-Weekly (Tuesday and Friday). Bohemian. Socialist. Established 1905; Bohemian Socialist Party, publishers. Subscription, daily, \$5; weekly, \$2.50; claimed circulation for year 1913, daily and Sunday 13,500; weekly, 6,000; daily, 10 pages; semi-weekly, 8 to 10 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 1825 Loomis Street.

Advertising rates, daily, 50 cts. an inch; weekly, 65 cts. an inch.

STAATS-FARM-ZEITUNG—Every Friday. Independent. Agriculture. Established 1911. Illinois Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 20 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Forms close Mondays. Office, 24-28 So. Fifth Ave.

Advertising rates, 10 cts. a line, flat.

STANDARD—Every Saturday. Baptist. Established 1853. Goodman & Dickerson Co., publishers. Subscription, \$2; circulation—not given by publisher; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close Monday preceding. Office, 700 East 40th Street.

Advertising rates, agate, 15 cts. per line each insertion. Minimum space 5 lines; preferred position, 20% extra. Reading notices, 30 cts. per agate line. Discounts, 10% on 13 times, or 500 lines; 20% on 26 times, or 1,000 lines; 30% on 52 times or 2,000 lines.

STANDARD ADVERTISING—Monthly (15th). Advertising. Established 1910. Seth Brown Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 90 pages, 3 columns, length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 10 days in advance. Office, Advertising Building.

Advertising rates, \$2.80, an inch; back cover pages, \$125, with discount of 10 or 15% on 6 or 12 insertions. Classified, 4 cts. per word.

STANDARD OPINION—Every Saturday. Independent. Established 1896. James C. Denvir, publisher. Subscription, \$2; circulation—not given by publisher; 16 pages, 8 columns; length of columns, 24 in.; width, 2½ in. Can use matrices. Office, 84 La Salle Street.

Advertising rates, \$2.80 an inch; (minimum space). Classified, 4 cts. a word. Discount

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10 and 15% on 6 and 12 months respectively.

SUCCESSFUL POULTRY JOURNAL—Monthly (1st). Thoroughbred Poultry, Established 1898. Successful Poultry Journal Publishing Co., publishers. Subscription, 50 cts.; guaranteed average circulation for year 1914, 40,000*; 48 to 120 pages, 3 columns; length of columns, 10 in.; width 2½ in. Forms close 25th preceding month. Can not use matrices. Office, 445 Plymouth Court.

Advertising rates, 27½ cts. a line; yearly rate, up to 72 inches, 22½ cts.; 72 inches 17½ cts. a line or when a total space of 120 lines is used within one year 16 cts. a line. Reading notices, nonpareil, 25 cts. a line. Classified, 30 words, or less, \$1.50; additional words, 4 cts.

See advertisement on page 481.

SUNDAY POLISH ECHO—Every Sunday morning. Polish-Independent. Established 1914. Philip M. Ksyeki, editor and publisher. Subscription, \$1.50; claimed average circulation for three months ending July 1914, 10,000; 12 to 16 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, 1030 Milwaukee Ave.

Advertising rates, 15 cts. a line; on contract, 1,000 lines, 11 cts.; 5,000 lines, 9 cts.; 10,000 lines, 7 cts.; 15,000 lines, 6 cts.; 20,000 lines, 5 cts. a line. Pure reading matter 10 cts. a line.

See advertisement on page 484.

SURGERY, GYNECOLOGY AND OBSTETRICS—Monthly. Medical. Established 1905. Surgical Publishing Co., of Chicago, publishers. Subscription, \$10; claimed average circulation for year 1913, 7,792; 256 to 320 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th of month preceding. Office, 30 N. Michigan Ave.

Advertising rates, full page, \$40; ½ page, \$25; ¼ page, \$15; ⅛ page, \$10, with discounts of 27½, 43¾ and 50% on 3, 6 or 12 month contracts.

SVENSKA AMERIKANAREN—Every Thursday. Swedish. Independent. Established 1876. Swedish-American Printing Co., publishers. Subscription, \$1; sworn detailed average circulation, for year, 1913, 44,630* net; 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 208 N. Fifth Avenue.

Advertising rates, agate, 12 cts. a line; preferred position, 25 % extra. Reading notices, 30 cts. per count line (brevier). Classified, 10 cts. per nonpareil line (minimum, 25 words, 6 words to the line).

See advertisement on page 499.

SVENSKA KURIREN—Every Thursday. 1884. Alex. J. Johnson, publisher. Subscription, \$1.50; claimed circulation for three months ending March, 1914, 40,200; 12 pages, 7 columns; length of columns, 21 in.; width 2½ in. Office, 514 N. La Salle Street.

Advertising rates, per agate line, 10 cts.

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SVENSKA TRIBUNEN-NYHETER—Every Tuesday. Swedish. Republican. Established 1869. The Swedish Publishing Co. (Inc.), publisher. Subscription, \$1; sworn detailed average circulation for year ending April, 1914, 65,194* net; 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 180 North Dearborn Street.

Advertising rates, agate, 18 cts. a line; Preferred position, 10 and 15% extra. Tri-color print—(minimum 525 line) 25 % additional. Reading notices, brevier, 45 cts. per count line. Translations made without extra charge.

SVORNOST—Every evening except Sunday. **SUNDAY MORNING. DUCH CASU**, weekly, and **AMERICAN**, semi-weekly, Mondays and Thursdays. Bohemian. Independent. Established 1874. August Geringer, publisher. Subscription, daily, \$3.50; Sunday, \$1.50; weekly, \$2; semi-weekly, \$2.50; claimed average circulation for year 1913, daily, 22,765; Sunday, 30,760; weekly 28,997; semi-weekly, 40,675; daily, 8 to 16 pages; Sunday, 16 to 24 pages; weekly, 16 pages; semi-weekly, 8 to 16 pages; daily, Sunday, and semi-weekly, 7 columns; weekly, 4 columns; length of columns, daily and Sunday, 20¾ in.; weekly, 12 in.; semi-weekly, 20¾ in.; width, 2½ in. Office, Svornost Building, 12th and Clinton Streets.

Advertising rates, agate, daily, and Sunday, 10 cts. a line; 3,000 lines within one year, 9 cts. a line; 5,000 lines, 8 cts.; 10,000 lines and over, 6 cts. a line. Reading notices, 25 cts. per count line. Classified, 2 cts. a word. **Amerikan** (semi-weekly), 10 cts. a line; 2,500 lines, 9 cts.; 5,000 lines, 8 cts. a line. Reading notices, 40 cts. a line. Classified, 2 cts. a word. **Duch Casu** (weekly) 10 cts. a line; 1000 lines, 9 cts.; 2500 lines, 8 cts. 5000 lines, 7 cts. 10,000 lines, 6 cts. a line. Reading notices, 25 cts. a count line.

SYNDICATED STATE SUNDAY SCHOOL MAGAZINE—Comprising the official organs of the various State Sunday School Associations. Illinois, "Trumpet Call"; North Dakota, "Live Wires"; Wisconsin, "Winner"; Minnesota, "Herald"; Oklahoma, "Worker"; Louisiana, "Success"; Nebraska, "Record"; Michigan, "Advance"; Kansas, "Journal"; Wyoming, "Pathfinder"; Oregon, "Optimist"; Washington, "Vision"; Ohio, "Worker"; So. California, "Advance"; Nor. California, "Register"; New Jersey, "Messenger"; Missouri, "News"; South Carolina, "Promoter"; Rhode Island, "News"; Idaho, "Bulletin"; Florida, "Awakener"; Connecticut, "Standard"; Montana, "Roundup"; Inland Empire, "Conquest"; Iowa, "Helper"; Empire State, (N. Y.), "Leader"; Kentucky, "Reporter"; Texas, "Star"; Maine, "Star"; Mississippi, "Herald". Also five Federated Presbyterian Weeklies in seven editions as follows—Presbyterian Examiner (Atlantic edition and Allegheny Mountain edition); Great Lakes Presbyterian; Rocky Mountain Presbyterian; Pacific Presbyterian; Gulf States Presbyterian (Southern edition and Texas edition). Andrew

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Stevenson Company, publishers. Average combined circulation for year 1912, 74,650. Published uniformly, 32 pages 2 columns; length of columns 8 in. Can use matrices. Forms close. . . . Office, 19 South La Salle Street.

Advertising rates: ⅞ page \$10; ½ page \$20; ¼ page \$35; ⅓ page \$70; full page \$125; outside back cover 20 per cent or inside front cover 15% additional. Rate on denominational weeklies alone, 15 cts. a line. Discount of 5, 10 or 15% on 3, 6 or 12 months contracts. When copy is changed or different key numbers are used in separate publications, an additional charge will be made for composition, etc.

SYSTEM—Monthly (1st). For business men. Established 1899. The A. W. Shaw Co., publishers. Subscription, \$2; guaranteed circulation for year 1914, exceeding 150,000*; 2 columns to page; length of columns, 8 in.; width, 2¾ in. Forms close 15th preceding month. Office, Wabash Avenue and Madison Street.

Advertising rates, \$1.12 a line; \$15.63 an inch; one page, one time, \$250; ⅞, ¾ and ½ pages, pro rata. Minimum space one inch. Classified, 24 cts. a word; 5% discount on 3 or more consecutive insertions. Also publishers **INTERNATIONAL** (London edition). Advertising rates on application.

TECHNICAL WORLD MAGAZINE—Monthly. Popular. Established 1904. Technical World Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 150,945; 160 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close 6th of preceding month. Office, 58th Street and Drexel Avenue. Can not use matrices.

Advertising rates, agate, 72 cents a line; one page, \$160; ⅞, ¾, and ½ pages pro rata. Classified, "Opportunity" column, 7 cts. per word.

TELEPHONE ENGINEER—Monthly. Telephone Trade. Established 1909. Electricity Magazine Corporation, publishers. Subscription, \$2; claimed average circulation for 1913, 7,100; 80 pages, 2 columns; length of columns, 9¾ in.; width, 3½ in. Forms close 20th preceding month. Office Monadnock Building.

Advertising rates, ⅞ page (minimum space), \$7; ½ page, \$11; ¼ page, \$20; ⅓ page, \$35; one page, \$60; back cover, \$75. Classified, 5 cts. a word (minimum charge, \$1).

TELEPHONY—Every Saturday. Technical. Established 1900. Telephony Publishing Co., publishers. Subscription, \$3; guaranteed average circulation for year 1913, 5,500; 60 to 100 pages, 2 columns; length of columns, 10 in.; width, 3¾ in. Office Monadnock Block.

Advertising rates, 1/32 page, one time, \$4; ⅞ page, \$7; ½ page, \$12; ¼ page, \$20; ⅓ page, \$32; one page, \$56. Discount on 13 or more insertions.

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TEN STORY BOOK—Monthly (10th of month preceding). Literary. Short Stories. Established 1901. Daily Story Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 91,500; 64 pages and cover, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 26th of second preceding month. Can use matrices. Office, 540 So. Dearborn Street.

Advertising rates, agate, 30 cts. a line; full page, \$67.20; ¼ and ½ pages, pro rata; inside covers, \$75; back cover, \$90. Classified, 5 cts. per word.

TRAVELERS RAILWAY GUIDE—Monthly (1st). Railroad and Hotel. Established 1871. American Railway Guide Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 760 pages, 2 columns, length of columns, 7 in.; width, 2½ in. Can not use matrices. Forms close 15th of month preceding. Office, 431 South Dearborn Street.

Advertising rates, full page on contract, 6 months, \$20.83½; 12 months, \$16.66½; ½ page, \$12.50, or \$10.41½; ¼ page, \$7.50, or \$6.25; ⅓ page, \$5.00 or \$3.75; ⅙ page, \$3.33⅓, or \$2.50, each insertion respectively.

TRIBUNA ITALIANA TRANSATLAN-TICA—Every Saturday. Italian. Independent. Established 1898. A. M. Valerio, publisher. Subscription, \$2; circulation—not given by publisher; 8 pages, 5 columns; length of columns, 23¼ in.; width, 2½ in. Office, 600-610 Blue Island Ave.

Advertising rates, 75 cts. an inch each insertion.

TRIBUNE—Every morning including SUNDAY. Independent. Established 1847. Tribune Co., proprietors. Subscription, daily, \$4; Sunday, \$2.50; sworn average circulation for six months ending March 31, 1914, daily, 261,278* net paid; Sunday, 406,556* net paid; daily, 18 to 26 pages; Sunday, 76 to 108 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, corner Madison and Dearborn Streets.

Advertising rates, daily 40 cts. Sunday 50 cts. a line; 2,500 lines on yearly contract 36 cts. or 46 cts.; 5,000, lines, 30 cts. or 40 cts.; 10,000 lines, 28 cts. or 38 cts.; 15,000 lines, 27 cts. or 37 cts.; 20,000 lines, 26 cts. or 35 cts.; 30,000 lines, 26 cts. or 34 cts.; 40,000 lines, 26 cts. or 32 cts.; 60,000 lines 26 cts. or 31 cts. a line for daily or Sunday respectively. Combination daily and Sunday (2 daily and 1 Sunday) 10 consecutive weeks, daily 19 cts. Sunday 27 cts. a line; two or more times a week on daily, 52 times, consecutive weeks, 17 cts.; Sunday in conjunction with daily 27 cts.; 26 times 19 cts. or 27 cts.; 13 times 22 cts. or 30 cts. a line special position, next to reading, 10 cts. full position 15 cts. a line extra. Advertisements extending across one column should occupy not less than five lines depth; 2 columns 50 lines; three columns, 75 lines; 4 columns, 100 lines; 5 columns, 125 lines; 6 columns, 175

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lines; or 7 columns, full page depth. Amusements, daily 50 cts.; Sunday 60 cts. flat a line. Publishers (except newspapers) daily 28 cts.; Sunday 35 cts. flat a line. Summer winter and health resorts, hotels (except restaurants or cafes) ocean travel, educational, moving picture theater directory and European retail shops, daily 27 cts., Sunday 32 cts. a line. Reading notices (nonpariel) daily \$2, Sunday \$2.50 a line. Classified daily 20 cts., Sunday 35 cts. a line; if displayed 35 cts. or 45 cts. a line, excepting that should there be as much as 10 lines of agate type, which would be charged at daily 20 cts., Sunday 35 cts. a line. Sunday Color Section (black and three colors); sold only in ¼, ½ or full page; in addition to regular display rates for space occupied, for each color except black, add \$100; extra charge for plates on color work.

UNION LEADER—Every Saturday. Labor. Independent. Established 1902. Amalgamated Association of Street Electric Railway Employees of America, publishers. Subscription, \$1; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Office 127 N. Dearborn Street.

Advertising rates, one inch one time, \$1; ¼ page, \$10; ½ page, \$20; one page, \$40. Reading notices, \$1 an inch.

UNITED SERBIAN—Every Saturday. Independent. Established 1905. John R. Palandech, publisher. Subscription, \$1; average net circulation for year 1913, 13,000; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 56 cts. an inch, with discounts for time and space.

VEGETABLE GROWER—Monthly (1st). Agricultural. Established 1911. The Vegetable Grower Publishing Co., (Inc.) publishers. Subscription 50 cts. Guaranteed average circulation for 1914-15, 120,000*; 20 to 30 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices. Forms close 20th preceding month. Office, Boyce Building.

Advertising rates, agate, 50 cts. a line; full page (728 lines), \$300. Special positions, 15 and 25% extra. In reading matter type following or next to reading matter, 50% additional. Classified, 25 cts. per line.

VERDENS GANG—Every Friday. Norwegian-Danish. Independent. Established. 1880. Verdens Gang Publishing Co., publishers. Subscription, 50 cts.; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 511 N. Peoria Street.

Advertising rates, per inch, 28 cts. per time; no time or space discounts.

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VORBOTE—Weekly edition of Arbeiter Zeitung, which see. Also
See advertisement on page 490.

WADDELL, C. F. COMPANY—
See advertisement on page 437.

WELCOME GUEST—Monthly. Literary and Family. Established 1889. The Welcome Guest Company, publishers. Subscription, 25 cts.; guaranteed circulation for year 1914-15, 250,000; 24 pages, 4 columns; length of columns, 12½ in.; width, 2¾ in. Can use matrices. Forms close 15th of preceding month. Office, 141 West Ohio St.

Advertising rates, agate, \$1 a line; full page (700 lines), \$560.
See advertisement on page 462.

WESTEN—Sunday edition of the Chicagoer Presse and Illinois Staats Zeitung. German Independent. Established 1847. Illinois Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 32 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 24-28 So. Fifth Avenue.

Advertising rates, 25 cts. a line. Classified, 15 cts a line. Discount on 5,000, 10,000 and 20,000 line contracts. Reading notices, \$1 a count line.

WESTERN BRITISH AMERICAN—Every Saturday. Established 1888. British American Co., publishers. Subscription, \$2; claimed average circulation for 1913, 21,225 10 pages, 6 columns, length of columns, 20 in.; width, 2½ in. Can use matrices. Forms close Thursdays preceding. Office, 358 Dearborn Street.

Advertising rates, agate, 15 cts. per line. Reading notices 25 cts.; discounts ranging from 10% on 500 lines to 30% on 5,000 lines.

WESTERN REVIEW—Monthly. Fraternal Insurance. Established 1904. Edison Publishing Co., publishers. Subscription, \$1; claimed circulation for 1913, 36,000; 32 pages and cover, 2 and 3 columns; length of columns, 11½ in.; width, 3¾ and 2½ in. Office, 917 Ashland Block.

Advertising rates, agate, 15 cts. a line.

WESTERN TRADE JOURNAL—Every Tuesday. Established 1872. Fremont Arford, publisher. Subscription, \$5; claimed average circulation for year 1913, 20,800; 16 pages, 4 columns; length of columns, 9 in.; width, 2¼ in. Can use matrices. Office 513 Cambridge Building.

Advertising rates, \$1 an inch, first insertion; 50 cts., subsequent insertions up to 13

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issues. Special rates for longer time on application.

WESTERN UNDERWRITER—Every Thursday. Insurance. Established 1897. The Western Underwriter Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 44 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Can use matrices. Office, 175 W. Jackson Blvd.

Advertising rates, \$3 an inch.

WOCHENBLATT (Das)—Every Thursday. German. Independent. Established 1904. C. F. Pietsch, publisher. Subscription, \$1; claimed average circulation for year 1913, 15,800; 16 pages, 4 columns; length of columns, 16 in.; width, 2¼ in. Can use matrices. Office, 112 No. Lafayette Street.

Advertising rates, agate, 10 cts. a line. Double column advertisements must be at least 50 lines deep. Reading notices, \$1 a line.

WOMAN'S WORLD—Monthly. Literary and Family. Established 1885. Woman's World Magazine Co., publishers. Subscription, 35 cts.; claimed average circulation for year ending April, 1914, 2,030,588; 40 to 68 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 20th of second preceding month. Can use matrices. Office, 107-111 South Clinton Street.

Advertising rates, 7 lines, or more, agate, \$8 a line; ¼ page (175 lines), one time, \$1,250; ½ page, \$2,500; one page, \$5,000; 2d and 3d cover pages, in 2 colors, \$5,000; 4th cover (two or four colors), \$7,500. Classified (minimum two lines), \$7 a count line; 5 or 10% discount on three or six consecutive insertions.

WORLD'S CHRONICLE—Every Saturday. Educational. Established 1900. The Little Chronicle Co., publishers. Subscription, \$1.50; guaranteed average circulation for year 1914-5, 50,000; 32 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Office, 542 Dearborn Street.

Advertising rates, agate, 20 cts. a line; one page, magazine size, \$40; ¼ and ½ pages, pro rata. Classified, 15 cts. per count line. Also publishes Illinois Teachers edition (formerly The School Weekly). Advertising rates, 50 cts. an inch. Forms close Saturday preceding date of issue.

ZAJMY LIDU—Semi-Weekly edition of Spravednost, which see.

ZENSKE LISTY—Every Thursday. Bohemian. Family. Established 1894. M. R. Hlina, editor. Subscription, \$2; claimed average

The consumer does not appreciate the Goodness of your goods until coached in the goodness.

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circulation for 1913, 25,000; 24 pages, 2 and 3 columns; length of columns, $9\frac{1}{2}$ in.; width, $4\frac{1}{2}$ and $2\frac{1}{4}$ in. Office, 2646 So. Central Park Ave.

Advertising rates, 75 cts. an inch first insertion; 50 cts. subsequent insertions.

ZGODA—Daily except Sunday. (Dziennik Zwiazkowy) and **WEEKLY ZGODA**—Thursday. Polish. Independent. Established, daily, 1907; weekly, 1880. Polish National Alliance, publishers. Subscription, daily, \$2; weekly, \$1.50; claimed average circulation for year 1913, daily, 26,560; weekly, 109,000; daily, 8 to 12 pages; weekly, 8 to 10 pages; 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 1406-1408 West Division Street.

Advertising rates, daily, agate, 6 cts. a line; 5,000 lines, on yearly contract, 5 cts.; 10,000 lines, 4 cts. a line. Reading notices, (10 pt.), 50 cts. a line. Classified, 1c. per word. Weekly **ZGODA**, 15 cts. a line.

DANVILLE—Population 27,871. 4 railroads. Industries include flour and lumber mills, marble, smelting, boiler and iron works, glass and hardware factories, R. R. shops and a number of large coal mines in vicinity. Bank clearings during 1913, \$24,163,753.81.

COMMERCIAL-NEWS—Every evening except Sunday. Republican. Established 1866. Commercial News Co., publishers. Subscription, \$3; sworn average circulation for year 1913, 12,618*; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in.

Advertising rates, daily, 25 cts. an inch. Position 10 and 25% extra. Classified, 1c. a word. Reading notices, 10 cts. a line.

PRESS-DEMOCRAT—Every morning except Monday. Democratic. Democrat Publishing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 10,418* net paid; 10 to 22 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, plate matter, 20 cts. an inch; full position, 25% extra. Classified, 1c. a word first time, $\frac{1}{2}$ c. a word each subsequent insertion. Reading notices, 10 cts. a line (6 words), with discount on 1,000 lines and over.

DECATUR—Population 31,140. 4 railway systems, 3 electric interurban lines and maintains 20 miles of street railways. In the midst and the marketplace of the richest farming community in the world; said to be the largest white corn market in the world, more white corn products being manufactured than in any other city, with a total daily capacity of 50,000 bushels, one of the enterprises being a \$2,000,000.00 starch plant. Wabash car and locomotive

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shops located here, also Illinois Traction system general car shops, employing 2,500 men; 3 coal mines in city and large Illinois coal fields within a few miles. Industries include ice and cold storage plant, malleable iron foundry, flour, and various corn product mills, bridge and structural steel carriage and iron works, cutlery, coffin and burial goods, plumbing goods, electric fixtures, starch, farming implements, wire mat, pharmaceutical supply, bank and office fixtures factories. Building expenditures during 1913, \$4,430,305.00. Annual value of manufactured products, \$15,000,000.00. Bank clearings during the year 1913, \$26,751,889.30.

FOX AND HOUND AND TRAPPER'S WORLD—Monthly (1st to 5th). Sporting. Established 1906. Fox and Hound and Trappers World Company, publishers. Subscription, \$1; circulation—not given by publisher; 80 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Cannot use matrices. Forms close 20th of month preceding. Office, 841 First National Bank Bldg.

Advertising rates, agate, \$2 an inch; full page (224 lines), \$30; $\frac{1}{2}$ page, \$16; $\frac{1}{4}$ or $\frac{1}{8}$ page, pro rata. Reading notices, 20 cts. a count line. Classified, 2 cts. a word.

HERALD—Every morning including **SUNDAY**. Republican. Established 1880. Herald-Despatch Co., publishers. Subscription, daily, \$5; sworn average circulation for year 1913, daily, 13,498*; Sunday, 13,327*; daily, 10 to 16 pages; Sunday, 20 to 36 pages, 7 columns; length of columns, $20\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, daily, or Sunday, 1 to 99 in., 30 cts. an inch; next reading, 32 cts.; full position, 35 cts. an inch. Reading notices, 15 cts. per count line. Classified, 5 cts. a line.

REVIEW—Every evening except Sunday. **SUNDAY MORNING REVIEW**. Democratic. Established 1878. Review Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending April, 1914, daily, 13,442*; Sunday, 12,546*; 10 to 16 pages (Sunday, 20 to 36 pages), 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in.

Advertising rates on application.

DWIGHT—Population 2,156. 2 railroads. Farming and stockraising almost entirely engaged in.

BANNER—Monthly. Official organ of the Sons of Veterans, U. S. A. Established 1895. A. S. Holbrook, publisher. Subscription, 18 cts.; claimed average circulation for year 1913, 50,000; 16 pages, 4 columns; length of columns, 13 in.; width, $2\frac{1}{2}$ in. Forms close 30th of month preceding date of issue.

Advertising rates, agate, \$5 an inch.

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EAST ST. LOUIS—Population 58,547. On Mississippi River immediately opposite St. Louis, Mo., with which it is connected by three great steel bridges. Large Ry. center, consisting of 27 trunk lines, all connected by four double track terminal belt lines, with a service of 125 passenger and 150 freight trains daily; it is claimed that this city can reach by direct route more distributing and consuming centers than any other city in the United States; total mileage of all steam railroads entering the city is 64,000 and in addition to the steam roads the city is served by four interurban electric lines. Has more than 500 factories, including bolt and nut works, rolling mill, flour mill, grain elevator, breweries, baking powder, in fact, manufacturing most everything from nails to locomotives, with an annual payroll of \$20,000,000.00. Its meat packing and stock yards industry employs over 5,000 men, its iron works nearly 15,000 men. Large bottle glass works also located here, as well as the National Stock Yards and also the largest horse and mule market in the world. A \$6,500,000.00 levee protects the city from all possible overflow.

JOURNAL—Every evening except Saturday and SUNDAY morning. Progressive. Established 1888. James W. Kirk, publisher. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 9,085* net paid; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in.

Advertising rates, agate, 2 cts. per line. Reading notices, 5 cts. per line, headline counted double. Classified, 5 cts. per line.

See advertisement on page 445.

NATIONAL LIVE STOCK REPORTER—(P. O. National Stock Yards).—Every afternoon except Sunday. General news, grain and live stock. Established 1890. Reporter Publishing Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April, 1914, including issues sent out as tri-weekly and weekly, 19,885* net paid; 4 to 12 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, daily, agate, 4 cts. a line; 1,000 lines within one year, 3¾ cts. a line; 5,000 lines, 3½ cts. a line; 10,000 lines, 3 cts. a line. Reading notices, 15 cts. per count line; first page, 25 cts. Classified, 5 cts. a line. Combination rate, including above, Kansas City (Mo.), Drover's Telegram, and South Omaha (Neb.), Journal Stockman, 14 cts. a line, on contract, 13, 12 or 11 cts a line.

See advertisement on page 493.

ELGIN—Population 25,975. On Fox River and 2 railroads. Has fine water power. Industries include watches, watch cases, milk condensing, meat packing companies, shoe, shirt, wind mill, piano, casket, hardware, thread, butter tub, voting machine,

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safety gas valves and tool factories, and foundries and machine shops. 120 varied industries, in all, employing a total of 11,000 people. The Elgin National Watch Co. alone employs 3,000 hands; also enjoys a very large trade in cheese, butter and agricultural produce. Annual value of manufactured products, \$18,000,000.00. Bank clearings during the year 1913, approximately, \$57,000,000.00.

ADVOCATE—Weekly edition of News, which see.

BOYS' WORLD—Every Saturday. Juvenile. Established 1902. David C. Cook Publishing Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for year 1913, 393,923*; 8 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Cannot use matrices. Forms close 3 weeks in advance.

Advertising rates, agate, \$1.50 a line.

COURIER—Every evening except Sunday. Progressive. Established 1877. The Courier Publishing Co., publishers. Subscription, \$5; sworn circulation for six months prior to April, 1914, 6,372* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, transient, 25 cts. an inch; on contract, 20 cts.; 100 in. or more, 15 cts.; next to reading, 17 cts., full position, 18 cts. Readers, 8 cts. a count line. Classified, 1c. per word.

GIRLS' COMPANION—Every Saturday. Juvenile. Established 1902. David C. Cook Publishing Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for year 1913, 393,480*; 8 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Cannot use matrices. Forms close 3 weeks in advance.

Advertising rates, agate, \$1.25 a line.

MOTHERS' MAGAZINE—Monthly. David C. Cook Publishing Co., publishers. Established 1905. Subscription, \$1.50; sworn detailed average circulation for year 1913, 547,248*; 116 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 25th of second preceding month.

Advertising rates, agate, \$2.50 a line; full page, \$1,000; one column, \$350. Cover page and insert rates on application.

See advertisement on page 509.

NEW CENTURY SUNDAY SCHOOL TEACHERS' MONTHLY—Monthly. Sunday School. Religious. Established 1900. David C. Cook Publishing Co., publishers. Subscription, 60 cts.; sworn average circulation for year 1913, 52,153*; 40 pages, 3 columns; length of columns, 9¾ in.; width, 2¼ in. Forms

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close six weeks in advance. Cannot use matrices.

Advertising rates, agate, 25 cts. a line.

NEWS—Every evening except Sunday, and **WEEKLY ADVOCATE** (Saturday). Republican. Established, daily, 1871; weekly, 1847. Lowrie & Black, publishers. Subscription, \$5; sworn average circulation for year 1913, daily, 6,562*; weekly, 2,110*; daily 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, plate matter, 30 cts. an inch; on contract of 100 in., 14 cts. an inch; next to reading, 15 cts.; full position, 17 cts. an inch, flat. Classified, 1c. per word. Weekly, 25 cts. an inch; on contract of 100 in., 13 cts. an inch; next to reading, 14 cts.; full position, 15 cts. an inch, flat. One time set-ads, 4 cts. an inch additional.

YOUNG PEOPLE'S WEEKLY—Every Saturday. Young People. Established 1886. David C. Cook Publishing Co., publishers. Subscription, 75 cts.; sworn detailed average circulation for year 1913, 201,903*; 8 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Cannot use matrices. Forms close 3 weeks in advance.

Advertising rates, agate, 75 cts. per line. Special rate to publishers and schools, 60 cts. a line.

ENGLEWOOD—Population 200,000. A suburb of Chicago, with which it is incorporated and with which it has direct connection by 8 railroad lines and street railways.

TIMES—Every Friday. Independent. Established 1888. Gerald E. Sullivan, publisher. Subscription, \$1; claimed average circulation for year 1913, 10,200; 8 pages, 8 columns; length of columns, 24 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; on contract, less than 20 in., 40 cts. an inch; less than 40 in., 35 cts.; yearly contracts, 25 cts. an inch. Minimum charge for display, \$1. Classified, 1c. a word. Reading notices, 10 cts. a line.

EVANSTON—Population 24,978. On Lake Michigan, and 3 railroads, 12 miles north of Chicago. A number of educational institutions located here, including the Northwestern University and Garrett Biblical Institute.

CORRECT ENGLISH—How To Use It.—Monthly. Educational. Correct English Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 12,000; 32 pages, 2 columns; length of columns, 8 in.; width, 3 in. Forms close 20th preceding month.

Advertising rates, agate, ¼ page, one time, \$15; ½ page, \$30; one page, \$50.

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KATHOLISCHER JUGENDFREUND—Monthly. English and German. Juvenile. Catholic. Established 1876. German Catholic Orphan Asylum, publishers. Subscription, \$1; claimed circulation for year ending June 1914, 22,000 net; 32 pages, 2 columns; length of columns, 9 in.; width, 2½ in.

Advertising rates, agate, 25 cts. a line.

SVENSK-AMERIKANSKA FAMILJ JOURNALEN—Monthly. Swedish. Family. Established 1907. Universal Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 12,000; 16 to 32 pages, 4 columns; length of columns, 15½ in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 6 cts. per line; special positions, 8 cts. per line. Reading notices, brevier, in reading columns, 25 cts. per line.

UNION SIGNAL—Every Thursday. Temperance. Established 1874. National Woman's Christian Temperance Union, publishers. Subscription, \$1; claimed average circulation for 1913, 25,000; 16 pages, 3 columns; length of columns, 11 in.; width, 2½ in.

Advertising rates, agate, 15 cts. a line; full page, \$65. Reading notices, 30 cts. a count line.

See advertisement on page 455.

YOUNG CRUSADER—Monthly. Temperance. Established 1886. National Woman's Christian Temperance Union, publishers. Subscription, 25 cts.; claimed average circulation for 1913, 25,333; 16 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, agate, 20 cts. a line. Reading notices, 25 cts. a line.

See advertisement on page 455.

FRANKLIN PARK—A suburb of Chicago.

PILOT—Monthly. Matrimonial. Established 1895. Ben C. Freeman, publisher. Subscription, 60 cts.; claimed average circulation for 1913, 10,000; 4 pages, 6 columns; length of columns, 18 in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, 15 cts. a line; \$2 an inch for electros of 1 inch and over.

FREEPORT—Population 17,567. Located in the center of a rich farming and dairy country, on four railway systems, the Ill. Central having five divisions centered in here, with a pay roll of over \$100,000 monthly. Manufactures include wind mills, hardware specialties, flour, leather, pianos, organs, churns, pumps, carriages, incubators, caskets, beer, gas engines, shoes, garments and wearing apparel. Annual value of manufactured products, \$10,000,000.00.

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JOURNAL-STANDARD—Every evening except Sunday. Republican. Established 1848. Freeport Journal-Standard Co. (Inc.), publishers. Subscription, \$5; claimed average circulation for first five months 1914, 5,500; 8 to 12 pages, 7 columns; length of columns, 20 ½ in.; width, 2 ½ in. Cannot use matrices.

Advertising rates upon application.

GALESBURG—Population 22,089. On two trunk line and four branch line railroads and three interurban lines. Boiler shops, foundries, broom corn, automobile factories, as well as flour mills, the largest brick yards in the world and repair shops of C. B. & Q. R. R. Seat of Knox college and Lombard College. Annual value of manufactured products, \$4,000,000.00. Bank clearings during the year 1912, \$26,000,000.00.

MAIL—Every evening except Sunday. Independent. Established 1891. Galesburg Mail Co., publishers. Subscription, \$5; circulation—not given by publisher; 12 to 20 pages, 7 columns; length of columns, 22 in.; width, 2 ½ in. Can use matrices.

Advertising rates, 18 cts. an inch, flat. Position, 15% extra. Composition, 3 cts. an inch extra. Imitation reading, 25 cts. an inch. Reading notices, 10 cts. a line. Classified, ½ c. per word.

REPUBLICAN-REGISTER—Every evening except Sunday. Republican. Established 1872. Galesburg Printing Co., publishers. Subscription, \$6 by Carrier; \$4 by mail; sworn average circulation for six months ending April 1, 1914, 8,484* net paid; 10 to 20 pages, 7 columns; length of columns, 21 ¾ in.; width, 2 ½ in. Can use matrices.

Advertising rates, 18 cts. an inch each insertion. Classified, 1c. a word.

GRANITE CITY—Population 9,903. Located across Mississippi River from St. Louis, Missouri. On six railroads and two interurban lines. The principal industries are stamping works, steel plant and foundry; roller and tin plate mills.

NARODEN GLAS—Every morning except Sunday. Bulgarian-Independent. Established 1907. Narodn Glas Publishing Co., publishers. Subscription, \$4; circulation—not given by publisher; 4 to 8 pages, 7 columns; length of columns, 20 ½ in.; width, 2 ½ in. Can use matrices.

Advertising rates, \$1. an inch; \$10 an inch, per month; \$25 three months; \$40 six months, \$70 twelve months. Reading notices, 25 cts. a line.

HAMILTON—Population 1,627. On two railroads and Mississippi River, opposite Keokuk, Iowa. At one end of the largest pow-

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er dam in the world. Clay works, garment, cement blocks and bee keepers' supply factories and other enterprises. Annual value of manufactured products, \$200,000. Bank clearings during the year 1913, \$500,000.

AMERICAN BEE JOURNAL—Monthly. Bees. Establisher 1861. American Bee Journal Co., publishers. Subscription, \$1; sworn average circulation for year ending March, 1914, 5,739* net paid; 32 pages, 3 columns; length of columns, 9 ¾ in.; width, 2 ½ in. Forms close 25th preceding month. Office, First National Bank Bldg.

Advertising rates, agate, 15 cts. a line; 3 times, 14 cts.; 6 times, 12 cts.; 9 times, 11 cts.; one year, 10 cts. a line. Reading notices, 25 cts. per count line, with discount same as for display.

HINSDALE—Population 24,051. 20 miles from Chicago, with which it is connected by the C. B. & Q. Ry.

LIFE BOAT—Monthly. Philanthropic. Established 1898. Dr. David Paulson, publisher. Subscription \$1; claimed average circulation for year 1913, 12,000; 32 pages, 2 columns; length of columns, 7 ½ in.; width 2 ½ in.

Advertising rates on application.

JOLIET—Population 34,670. On Des Plaines River and 6 railroads. Has excellent water power. Steel and wire mills of Illinois Steel Co., which employ about 6,200 men together with other large work employing a large number of men, including barb wire, coke oven, calender and folding paper box factories, oatmeal mills, railroad shops, engine works, cigar factories, agricultural implements, horse shoe, fire proof and tile works, tin plate and nail mills; limestone quarried in vicinity used largely in building operations. Illinois State Penitentiary located here. Annual value of manufactured products, \$50,550,000.00. Bank clearings during the year 1912, \$42,114,000.00.

AMERIKANSKI SLOVENEC—Semi-weekly (Tuesday and Friday). Slovenian. Catholic. Fraternal. Established 1891. Slovenian American Printing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 5,800; 8 pages, 6 columns; length of columns, 19 ¾ in.; width, 2 ½ in.

Advertising rates, for either issue, 35 cts. an in.; one month, \$2; three months, \$4; six months, \$7; one year, \$10.

HERALD—Every evening except Saturday and Sunday, and SUNDAY MORNING HERALD. Independent. Republican. Established 1904. Joliet Printing Co., publishers. Subscription, daily, by mail, \$2.50; sworn average

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circulation, daily, and Sunday, for year ending April 30, 1914, gross, 9,634*; net paid, 8,342*; 10 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily and Sunday, 23 cts. an in.; full position, 26 cts. an in. Reading notices, 15 cts. a line. Classified, 1c. per word.

NEWS—Every evening except Sunday. Independent. Established 1877. The News Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April 1914, 7,552* net; 8 to 24 pages, 7 columns; length of columns, 19 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an in.; on contract; 30 cts. an in.; 100 in., 25 cts.; 250 in., 23 cts.; 500 in., or more, 20 cts. Classified, 1 ct. per word, first insertion; subsequent insertions, ½ c. a word, (minimum charge 25 cts). Local readers, 15 cts. per count line.

LA SALLE—Population 11,537. On Illinois River and 3 railroads. Industries include breweries, Portland Cement Works, Press brick plant, as well as zinc, sulphuric acid, clock works; abundant coal in immediate vicinity, excellent building stone quarried; also glass, sand, brick and cement clay deposits.

POST—Every evening except Sunday. Democratic. Established 1894. Post Publishing Co., (Inc.), publishers. Subscription, \$3.50; sworn average circulation for six months ending March 31, 1914, 6,195* net; 8 pages, 7 columns; length of columns 20¼ in.; width 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch. Readers, 10 cts. a line. Classified, 5 cts. a line.

LIBERTYVILLE—Population 1,724. In center of agricultural and dairying section, located about 40 miles from Chicago on C. M. & St. P. Ry.

BUSINESS PHILOSOPHER—Monthly (15th). Established 1904. Sheldon University Press, publishers. Subscription \$2; claimed average circulation for year 1913, 20,000; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th of preceding month.

Advertising rates, agate, 25 cts. a line; ¼ page, one time, \$7.50; ½ page, \$15; one page, \$30; inside back cover, \$40; inside front cover, \$40.

MARION—Population 7,093. 4 railroads. In the center of an excellent farming and stock raising country with a very large shipping trade in grain and live stock, coal mines; flour, woolen and cotton mills.

ILLINOIS BAPTIST—Every Saturday. Baptist. Established 1905. W. P. Throg-

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morton, publisher. Subscription, \$1.50; sworn average circulation for year ending May, 1914, 5,148; 8 pages, 5 columns; length of columns, 17 in.; width, 2½ in.

Advertising rates, 51 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 inch contracts.

MOLINE—Population 24,199. On Mississippi River and 3 railroads. Has excellent water power. Has 150 acres public parks and the most complete equipped single playground in United States. Also steel plow, automobile, carriage, wagon, pump, candy, iron working and milling machinery and corn planter factories; malleable iron foundry; railroad shops; steel works, having a pay roll of 15,346 men. Is the home of the first steel plant and has the largest plow plant in the world. Annual value of manufactured products, \$37,602,311.68. Bank clearings during 1913, \$10,181,056.00.

DISPATCH—Every evening except Sunday. Republican. Established 1878. Moline Dispatch Publishing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April 1914, 9,449* net paid; 12 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 24 cts. an inch; full position, 30 cts. an inch. Extra charge for composition on advertisements running less than three times.

MAIL—Every evening except Sunday. Independent. Established 1893. Subscription, \$5; claimed average circulation for six months ending June 1914, 5,000, 8 to 16 pages, 7 columns, length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1½ cts. a line; preferred position, 15 or 25% extra; reading notices, 10 cts. a count line; telegraphic, 25 cts. a line. Classified, 1c. per word.

MOUNT MORRIS—Population 1,332. Devoted entirely to agricultural pursuits.

MYSTIC WORKERS—Monthly. Established 1896. Robert Toole, publisher. Subscription, 10 cts.; claimed average circulation for year ending May 1914, 80,000; 8 pages, 4 columns; length of columns, 14 in.; width, 2½ in.

Advertising rates, \$4 an inch.

POULTRY TRIBUNE—Monthly. Poultry. Established 1895. R. R. Fisher, publisher. Subscription, 50 cts.; sworn detailed average circulation, for year ending April, 1914, 45,000*; 40 to 100 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 25th preceding month.

Advertising rates, agate, 22½ cts. a line flat. Preferred position, 25% extra. Reading

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notices, 30 cts. a line. Classified, 30 words, one time, \$2.

OAKLAND—Population 1,159. Located on Vandalia; Tol. St. L. & Western Railroads in a thriving agricultural district.

LEDGER—Every Friday. Independent. Established 1877. Nixie Yeargin publisher. Subscription \$1.50, claimed average circulation for year 1913, 5,426; 4 pages, 8 columns, length of columns 19½ in.; width 2¾ in. Cannot use matrices.

Advertising rate, 12 cts. an inch; full position 15 cts. an inch. Reading notices 10 cts. a line.

OAK PARK—Population 19,444. Suburb of Chicago. Residential section entirely.

SCHOOL CENTURY—Monthly. (September to June). Educational. Established 1905. Geo. W. Jones, publisher. Subscription, \$1.25; claimed average circulation for 1913, 25,000; 48 to 64 pages, 3 columns; length of columns, 10 in.; width, 2¼ in.

Advertising rates, \$3 an inch; ½ page, \$10; ¼ page, \$18; ½ page, \$33; one page, \$60.

OTTAWA—Population 15,000. On Illinois River and 3 railroads. In the center of a very fertile agricultural country; large shipping point for grain and other products. Industries include plate glass works, silver plating works, farming implements, flour, drain and roof tiles; manufactures cigars, lumber, etc. Coal mines and marble quarries in vicinity. Annual value of manufactured products, \$2,500,000.00. Bank clearings during the year 1913, \$8,051,000.00.

FAIR DEALER—Every Friday. Independent. Established 1892. G. A. Crowden, publisher. Subscription, \$1; sworn average circulation for year 1913, 5,974*; 16 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 30 cts. an inch; on contract, 100 in., 25 cts.; 150 in., 20 cts.; 200 in., 18 cts.; 300 in., 17 cts.; 500 in., 16 cts.; 1,000 in. or more, 15 cts. an inch. Special positions, 10 and 20% additional. Reading notices, 10 cts. a line; 50 lines or more, 9 cts. a line.

PEORIA—Population 66,950. On Illinois River. 14 railroads with direct water route to St. Louis, Mo., through the Illinois and Mississippi Rivers; a most important manufacturing and railroad center with a very large trade in distilling and agricultural implements; likewise a great shipping center for grain; extensive pork packing industry; farm machinery, paper, flour, barrels, stoves, whiskey, beer and woven wire fences also manufactured. One of the largest fish industries of the middle west. Coal deposits in immediate vicinity. An-

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nual value of manufactured products, \$65,000,000.00. Bank clearings during the year 1913, \$186,537,195.02.

DEMOKRAT—Every evening except Sunday and WEEKLY, Thursday, German. Independent Democratic. Established 1860. B. Cremer & Bros., publishers. Subscription, daily; weekly, \$2; circulation—not given by publisher; 4 pages, daily; 8 columns; length of columns, 24 in.; width, 2¾ in.; weekly, 9 columns; length of columns, 26 in.; width, 2¾ in.

Advertising rates, daily, 30 cts. an inch; weekly, 75 cts. an inch. Discount, 10% on combination. Full position, 25% extra.

HERALD-TRANSCRIPT—Every morning including SUNDAY. Republican. Established 1855. Peoria Herald Transcript Co., publishers. Subscription, daily and Sunday, \$6; Sunday only, \$2; circulation—not given by publisher; 10 to 32 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, daily and Sunday, single insertion, 50 cts. an inch; up to 200 in. 38 cts.; 200 in. or more, 32 cts. an inch. Preferred position, 15 and 25% extra. Classified, 1c. a word. Reading notices, 25 cts. per count line.

JOURNAL—Every evening except Sunday evening. SUNDAY MORNING. Established 1877. H. M. Pindell, publisher. Subscription, daily and Sunday, \$6; sworn average circulation for six months prior to April, 1914, daily, 18,475* net paid; Sunday, 12,500; daily and Sunday, 16 to 32 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 4 cts. a line; 5,000 lines or more, within one year, 2½ cts. a line. Special positions, extra. Reading notices, 12 and 25 cts. a line; telegraphic readers, 50 cts. per count line. Classified, 1c. a word.

SONNE—Every evening except Sunday; weekly, Thursday, and Sonntags Glocke, Sunday (German). Republican. Established, daily, 1879; Sunday, 1880. Peoria Sonne Publishing Co., publishers. Subscription, daily, \$6; weekly, \$2; Sunday, \$2; circulation—not given by publisher; daily, 4 pages; weekly, 8 pages; Sunday, 4 pages; daily, weekly or Sunday, 8 columns; length of columns, 24 in.; width, 2½ in. Can use matrices.

Advertising rates on application.

STAR—Every evening except Sunday, and SUNDAY MORNING STAR, Sundays. Independent. Established 1897. Peoria Star Co., publishers. Subscription, daily, \$4; with Sunday, \$6; sworn average circulation for six months prior to April, 1914, daily, 21,231* net paid; Sunday, 10,876; daily, 12 to 32 pages (Sunday, 20 to 36 pages), 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

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Advertising rates, daily or Sunday, agate, 7 cts. a line; 1,000 lines, 5 cts. a line; 2,000 lines, $4\frac{1}{2}$ cts.; 3,000 lines $4\frac{1}{4}$ cts.; 5,000 lines, $3\frac{3}{4}$ cts. a line; 10,000 lines, $3\frac{1}{2}$ cts. 15,000 lines, 3 cts. a line; position extra. Classified, 1c. a word (minimum charge, 25 cts.). Reading notices, inside page, 25 cts. a line; last page, \$1; telegraphic page, 60 cts. a line.

PLYMOUTH—Population 829. Located on Chicago, Burlington & Quincy R. R., and is the trade center of a thriving agricultural section and oil fields, now under way of development.

NEW THOUGHT COMPANION—Semi-monthly (Second and Fourth Saturday). New Thought. Established 1911. Plymouth Printing Company, publishers. Subscription, \$1. Claimed average circulation for year 1913, 6,000; 8 pages, 4 columns; length of columns, $11\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Cannot use matrices.

Advertising rates, agate, 9 cts. a line. Reading notices, 18 cts. a line.

PRINCETON—Population 4,141. Fine farming country. Bank deposits, \$2,000,000.

BUREAU COUNTY REPUBLICAN—Every Thursday. Republican. Established 1847. H. U. Bailey, editor and publisher. Subscription, \$2; sworn circulation for year ending June 30, 1914, 5,350*; 12 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in.

Advertising rates, 20 cts. an inch; on contract, 17 cts. an inch. Readers, 25 cts. an inch.

QUINCY—Population 36,587, with 5,000 additional in outer belt. On Mississippi River and two railway systems, comprising seven different lines. Has hydro-electric and steam power plants. A number of large flour mills and tobacco and shoe factories; grain elevators; brick works; claimed to have the largest stove and range foundries and cereal mill in the world; seat of one of the largest breweries in the middle west; paper, trunks, furniture, show cases, egg case fillers, incubators, elevators, power pumps, hay-presses, lime machinery, metal wheels, air-compressors, stationers' supplies and leather board extensively manufactured. Annual value of manufactured products, \$12,000,000.00. Resources of banks, \$16,000,000.00. Bank clearings increase 25% annually; post office receipts, 12%.

HERALD—Every evening except Sunday. Democratic. Established 1835. Quincy Herald Co., publishers. Subscription, \$6.50; sworn average circulation for six months prior to April, 1914, 9,006* net paid; 10 to 24 pages, 7 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in.

Advertising rates, 25 cts. flat an inch; full position, 30 cts. an inch. Reading notices, 15 cts. a line; with position, 20 cts. a line. Classified, 1c. per word.

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HOME INSTRUCTOR—Monthly. Literary. Established 1904. A. Otis Arnold, publisher. Subscription, 25 cts.; detailed average circulation September 1, 1914, 200,826*; 16 to 32 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close 12th preceding month.

Advertising rates, agate, 80 cts. a line; $\frac{1}{4}$ page, (175 lines), one time, 10% discount; $\frac{1}{2}$ page, 15%; one page, 20%. Reading notices, \$1 a count line.

JOURNAL—Every evening except Sunday. Independent Democratic. Established 1883. H. N. Wheeler, editor and publisher. Subscription, \$6; sworn average circulation for six months ending March 31, 1914, 7,945* net paid; 10 to 16 pages, 7 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 2 cts. a line; in position, $2\frac{1}{2}$ cts. a line. Reading notices, 15 cts. a line. Classified, ordinary, 1c. a word; real estate, 4 cts.; articles of one's business offered for sale, 2 cts. per word.

POULTRY KEEPER—Monthly (1st). Poultry. Established 1882. Poultry Keeper Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 30,666; 48 to 98 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Forms close 25th preceding month.

Advertising rates, agate, 20 cts. a line. Discounts, 25% on yearly contract. Space discounts, 5% on one column; 10% on $\frac{1}{2}$ page; 15% on one page. Preferred position, 20% extra. Reading notices, 30 cts. a line. Classified, 4 cts. a word, with discounts.

RELIABLE POULTRY JOURNAL—Monthly. Poultry. Established 1892. Grant M. Curtis, publisher. Subscription, 50 cts.; detailed average circulation for year 1914, 59,113*; 72 to 256 pages and cover, 3 columns; length of columns, $9\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close 15th preceding month.

Advertising rates, \$4.90 an inch; preferred position, 20% extra, discount, 25% on one year; 120 in., within one year, 10% discount; 180 in., 15%; 360 in., 20%. Reading notices, 60 cts. per nonpareil line.

WHIG—Every morning except Monday. Republican. Established 1838. The Whig Company, publishers. Subscription, daily, \$3.50; by carrier, \$6.50; circulation—not given by publisher; 8 to 24 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 1 to 50 in., 28 cts. an inch; 50 to 100 in., 25 cts.; 101 in. or more, 18 cts. an inch; next reading, 10%, or full position, 25% extra. Classified (minimum, 15 cts.) 1c. a word each insertion. Reading notices, 25 cts. a line; with headings (minimum 5 lines), 20 cts. a line.

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ROCKFORD—Population 45,401. On Rock River, 5 railroads and 3 interurban lines connecting with Belvidere, Janesville, Beloit, Freeport, Elgin and Chicago. Has fine water power. 456 manufactories in furniture, watches, wood-working machinery, agricultural implements, hosiery, gas stoves, tools, sewing machines, pianos, milling machinery, gasoline engines, office fixtures, mirror plate, harness, saddles, silver plate, shoes, pumps, paper mills and hardware specialties. Seat of Rockford College. Annual value of manufactured products, \$37,250,000.00. Bank clearings during year 1913, \$50,768,690.21.

REGISTER GAZETTE—Every evening except Sunday. Republican. Established 1840. Register-Gazette Co., publishers. Subscription, \$5.20; by mail, \$3; sworn average circulation for year 1913, 10,249*; 12 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch, flat. Classified, 1c. a word. Reading notices, 15 cts. a line; 300 lines within one year 12½ cts. a line.

REPUBLIC—Every evening except Sunday. Republican. Established 1890. Republic Co., publishers. Subscription, \$5.20; circulation—not given by publisher; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, agate, 2½ cts. a line; 500 lines, 2 cts.; 1,000 lines or more, 1½ cts. a line. Preferred position, 15% extra. Classified, 1c. a word. (Minimum charge, 25 cts.) Pure reading notices, 10 cts. a line.

STAR—Every morning except Monday. Independent. Established 1888. Star Printing Co., publishers. Subscription, by carrier, \$5.20; by mail, \$3; sworn average circulation for six months ending April 30, 1914, daily and Sunday, 9,301*; Sunday only, 10,062*; daily, 8 and 16 pages; Sunday, 16 to 32 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in.

Advertising rates, transient, daily, 35 cts. an inch, Sunday, 40 cts.; 50 in., daily and Sunday, 28 cts.; Sunday only, 32 cts. an inch; 100 in., daily and Sunday, 25 cts.; Sunday only, 28 cts.; 200 in., daily and Sunday, 23 cts.; Sunday only, 25 cts.; 300 in., daily and Sunday, 21 cts.; an inch, position, 10 and 15%. Reading notices, 15 cts. a line; with discount on 500 lines or more. Classified, 25 words or less, 25 cts.

SVENSKA POSTEN—Every Friday. Swedish-Republican. Established 1889. Rockford Printing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 11,741; 8 to 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 218 East State Street.

Advertising rates, agate, 4 cts. a line, flat. Reading notices, 15 cts. a line. Classified, 1c. per word.

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ROCK ISLAND—Population 24,335. Has fine water power. Manufactures include agricultural implements, steel and iron goods, soap, lumber, wagons and carriages. U. S. Armory and Arsenal located here. Big coal deposits in vicinity. Seat of Augustana College.

ARGUS—Every evening except Sunday. Democratic. Established 1851. J. W. Potter & Company, publishers. Subscription, \$5.20; claimed average circulation for year 1913, 6,344; 8 to 10 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, plate matter, 18 cts; set matter, 22 cts.; next to reading, 20 or 23 cts.; full position, 22 or 25 cts. an inch respectively. Reading matter, brevier, 500 or more lines, 8 cts. a count line; telegraphic readers, 25 cts. a count line. Classified, 1c. per word.

AUGUSTANA—Every Thursday. Swedish. Lutheran. Established 1856. Augustana Book Concern, publishers. Subscription, \$1.50; sworn detailed average circulation for six months ending March, 1914, 21,384* net; 20 pages, 4 columns; length of columns, 13½ in.; width, 2½ in.

Advertising rates, agate, 7 cts. a line; preferred position, 25% extra. Reading notices, 20 cts. per count line. Translations into Swedish free.

LUTHERAN COMPANION—Every Saturday. Established 1892. Lutheran, Augustana Book Concern, publishers. Subscription, \$1; sworn detailed average circulation for six months ending March, 1914, 6,705*; 12 pages, 3 columns; length of columns, 10¼ in.; width, 2½ in.

Advertising rates, agate, 3 cts. per line. Reading notices, 10 cts. per count line. Special positions, 25% additional.

MODERN WOODMAN—Monthly (1st). Fraternal. The Modern Woodman of America, publishers; sworn detailed average circulation for year ending May, 1914, 973,171*; 16 to 20 pages, 4 columns; length of columns, 14 2/7 in.; width, 2½ in. Forms close 10th preceding month.

Advertising rates, agate, \$3 a line. Special position, 15% extra.

ROYAL NEIGHBOR—Monthly (1st). Fraternal. Established 1898. Royal Neighbors of America, publishers. Subscription, 20 cts.; claimed average circulation for year 1913, 315,000; 12 to 20 pages, 4 columns; length of columns, 16¼ in.; width, 2½ in. Can use matrices. Forms close 15th of preceding month.

Advertising rates, \$1 a line. Special positions, 15% extra.

See advertisement on page 507.

UNGDOMSVANNEN—Monthly. Swedish. Augustana Book Concern, publishers. Sub-

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scription, \$1.50; sworn detailed average circulation for six months ending March, 1914, 7,752*; 36 pages, 3 columns; length of columns, 9½ in.; width, 2½ in.

Advertising rates, agate, 5 cts. a line; inside covers, 5½ cts. a line; outside covers, 6 cts. a line.

UNION—Every evening (except Saturday) and Sunday Morning. Republican. Established 1862. Union Printing Co., publishers. Subscription, \$5.20; circulation—not given by publisher; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 100 in., 18 cts.; 300, 15 cts.; 500, 12 cts. an inch. Readers, 10 cts. per line. Preferred positions, 10% additional. Classified, ½c. per word.

SPRINGFIELD—Population 51,678. 6 railroads and three interurban lines. Coal mining extensively engaged in. Industries include the manufacture of shoes, meters and agricultural implements, boiler, zinc, stove and chemical works and flour, automobile tires and watches. State house and other public buildings located here. Annual value of manufactured products, \$12,000,000.00. Bank clearings during the year 1913, \$57,883,627.04.

BERKSHIRE WORLD AND CORN BELT STOCKMAN—Monthly (1st). Agricultural and Breeding. Established 1909. The Corn Belt Stockman Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 10,000; 52 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 15 cts. a line; full page (420 lines), \$63; ½ or ¼ page, pro rata. Special combination with **SWINE WORLD**, 25 cts. a line; full page (420 lines), \$105; ½ or ¼ page, pro rata.

COURT OF HONOR—Monthly. Fraternal. Established 1895. Charles J. Riefler, publisher. Subscription, 50 cts.; guaranteed average circulation for year 1913, 88,000; 8 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Forms close 8th. Can use matrices.

Advertising rates, agate, 30 cts. a line. Readers, 40 cts. a line.

FARM HOME—Monthly. Agricultural, Dairy and Live Stock. Established 1894. Charles F. Mills, editor. Subscription, 50 cts.; sworn average circulation for eight months ending May, 1914, 75,000*; 32 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close 25th preceding month.

Advertising rates, agate, 40 cts. a line; full page, \$240; second or third cover, \$250; back cover, \$285; front cover, \$350.

NEWS—Every evening except Sunday. Republican. Established 1878. Victor E.

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Bender, publisher. Subscription, \$5; circulation—not given by publisher; 10 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; 1,400 lines, 2½ cts.; over 2,800 lines, 2 cts. a line; full position, 25% extra. Classified, 1c. a word. Local readers, 25 cts. a line.

RECORD—Every evening except Sunday, and **SUNDAY MORNING**. Democratic. Established 1907. Subscription, \$5; circulation—not given by publisher; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, on contract, 1c. a line; next reading, 1 3/4 cts.; full position, 1 3/7 cts. a line; less than 100 in., add 25%. Composition, 5 cts. an inch extra. Reading notices, 12 cts. a line; 100 lines, 10 cts.; 200 lines, 8 cts. a line. Classified, 1c. a word.

STATE JOURNAL—Every morning, including **SUNDAY**. Republican. Established 1831. Illinois State Journal Co., publishers. Subscription, by carrier, \$6.76; by mail, daily and Sunday, \$5; daily, \$4; sworn average circulation for six months prior to April, 1914, daily, 14,103* net paid; Sunday, 10,769* net paid; daily, 12 to 24 pages; Sunday, 28 to 40 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 1 to 100 in., 42 cts. an inch; next reading, 43¾ cts.; full position, 45½ cts.; 101 to 200 in., 35 cts.; next reading, 36¾ cts.; full position, 38½ cts.; over 200 in., 31¾ cts. an inch; next reading, 33¾ cts.; full position, 35 cts. an inch. Classified, 1c. per word first insertion; ½c. per word thereafter. Reading notices, 15 cts. a line; 6 insertions, 12 cts.; 12 insertions, 10 cts.; 24 insertions, 8 cts. a line.

STATE REGISTER—Every morning, including **SUNDAY**. Independent. Established 1836. Thomas Rees, publisher. Subscription, daily, \$4; daily and Sunday, \$5; sworn detailed average circulation for six months ending June 30, 1914, daily and Sunday, 20,649*; daily, 10 to 16 pages; Sunday, 28 to 40 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 3½ cts. a line; full position, 4 cts.; 1,400 lines, 3 cts.; full position, 3½ cts.; 4,200 lines or more, 2½ cts.; full position, 3 cts. a line. Classified, 1c. per word first time; ½c. per word each subsequent insertion; three consecutive days without change of copy, 10 cts. a line; per week, 20 cts.; per month, 75 cts. a line. Reading notices, 15 cts. a line; 500 lines within one year, 12 cts.; 1,000 lines, 10 cts. a line.

SWINE WORLD—Semi-Monthly (1st and 15th) Swine and agricultural. Established 1913. Frost Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation

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for year ending, August 1914, 20,000; 32 pages, 3 columns, length of column, 10½ in.; width, 2½ in. Cannot use matrices. Forms close 25th of month preceding and 10th of month of publication.

Advertising rates, 15 cts. a line; full page, (420 lines), \$63.00; ½ and ¼ page pro rata. Special combination rate with **BERKSHIRE WORLD**, which see.

STERLING—Population 7,467. Opposite Rock Falls. On Rock River and 2 railroads. Center of fine farming and dairying country; has abundant water power; also ice and cold storage plants. Industries include wire and paper mills, foundries and machine shops, agricultural implement, hardware, casket and hearse factories. Factories and railroads employ about 3,000 people on a monthly payroll of approximately \$200,000.00. Annual value of manufactured products, \$6,000,000.00.

GAZETTE—Every evening except Sunday. Republican. Established 1854. The Sterling Gazette Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April 1914, 5,194* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, plate matter, 15 cts. an inch each insertion; full position 18 cts. Composition, 5 cts. an inch extra. Reading notices, 10 cts. a line. Classified, 1c. a word.

STANDARD—Daily, except Sunday. Republican. Established 1868. Sterling Standard Printing Co., publishers. Subscription, \$5; claimed net circulation for 1913, 5,000; 8, 12 and 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 1½ cts. a line; 1,400 lines, 1c. a line; over 1,400 lines, 12 cts. an

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inch. Position, 15% additional. Reading notices, 10 cts. a count line. Classified 1c. per word.

TAYLORVILLE—Population 5,446. 3 railroads. Large coal mines; also paper mill and flour mills.

SCHOOL NEWS AND PRACTICAL EDUCATOR—Monthly. Educational. Established 1887. C. M. Parker, publisher. Subscription, \$1.25; sworn detailed average circulation, for year, 1913, 13,083*; 52 pages, 3 columns; length of columns, 8½ in.; width 2 in. Forms close 15th of preceding month.

Advertising rates, \$2 an inch. Discount, 5, 10 and 15% on 3, 6 and 12 months, respectively.

TECHNY—Population 425. Suburb of Chicago. C. M. & St. P. R. R.

AMERIKANISCHES FAMILIENBLATT—Monthly. German. Catholic. Established 1901. Society of the Divine Word, publishers. Subscription, \$1; claimed circulation for year 1913, 16,500; 48 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Forms close 3rd preceding month.

Advertising rates, full page, \$25; ½ page, \$15; ¼ page, \$8; ⅓ page, \$5; ⅙ page, \$3. In combination with **CHRISTIAN FAMILY**, \$45, \$28, \$15, \$8 or \$5 for full, ½, ¼, ⅓ or ⅙ cts. respectively.

CHRISTIAN FAMILY—Monthly. Catholic. Established 1905. Society of the Divine Word, publishers. Subscription, \$1; claimed average circulation for year 1913, 17,000; 48 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Forms close 3rd of preceding month.

Advertising rates, same as **AMERIKA-NISCHES FAMILIENBLATT**.

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ANDERSON—Population 22,476. On 3 railroads. Center of 270 miles Interurban railroad system. Municipal controlled Electric and water plants. City tax rate 65 cts. Excellent manufacturing town and trade center for wide territory. Annual value of manufactured products, \$19,864,000.00. Bank deposits during 1913, \$6,000,000.00.

BULLETIN—Every evening except Sunday. Independent. Established 1885. Bulletin Printing and Manufacturing Co., publishers. Subscription, \$5; sworn detailed average cir-

ulation for six months ending March 1914, 5,919* net; 8 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; composition 5 cts. an inch additional; special position, 15% extra. Readers, 10 cts. a count line. Classified, ½ c. per word.

CALL OF THE MOOSE—Monthly. Fraternal. Established 1909. Supreme Lodge Loyal Order of Moose, publishers. Subscription, 50 cts.; guaranteed average circulation for year 1914, 400,000; 24 pages, 3 columns;

Efficiency in Advertising, reduced to its simplest terms, means getting the most for your money. Trusting your Advertising appropriation to our judgment means the highest point of efficiency.

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length of columns, 10 in., width, 2½ in. Can use matrices.

Advertising rates, \$1.50 a line.

HERALD—Every morning except Monday. Republican. Established 1883. Herald Publishing Co., Publishers. Subscription, \$4.50; sworn detailed average circulation for year 1913, daily 5,355* net; Sunday, 5,563* net; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, next reading, 17½ cts. an inch; full position, 20 cts. Reading notices, 10 cts. a line. Classified, 20 words, 3 times, 25 cts.

ARGOS—Population 1,088. On 2 railroads. Center of rich grain growing and stock raising district. Manufactures consist chiefly of flour and lumber in which a large trade is done; also has creamery; printing plant; pickle and column factories.

NATIONAL HARDWARE BULLETIN—Monthly. Trade. Established 1900. National Retail Hardware Association, publishers. Subscription, \$1; detailed average circulation for year 1913, 16,000; 240 pages, 2 columns; width, 2½ in.

Advertising rates, 1½ page, one time, \$8; ¼ page, \$14; ½ page, \$25; ½ page, \$40; one page, \$70 with discount on three, six, nine or twelve insertions.

BRAZIL—Population 9,340. Located on Vandalia; Chicago & Eastern Illinois Railroads, in the Indiana Black Coal district. Principal industries are collieries, iron blast furnaces, boiler, engine, sewer pipe, brick, spike, nut and bolt works; mining fans and other mining machinery manufactured; piano and tin can factories.

Y. M. I.—Monthly (1st). Catholic. Established 1914. Young Men's Institute publishers. Subscription, \$1; detailed average circulation for three months ending August 1914, 15,152*; 00 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding.

Advertising rates, full page, \$30; ½ page, \$16; ¼ page, \$8.50; ½ page, \$4.50; 1/8 page, \$2.50. Specified position, 25% extra. Front page cover, \$40.

CRAWFORDSVILLE—Population 9,371. 3 railroads, 2 interurban lines. In the center of an excellent farming region, the lumber industries also being a very important factor. Manufactures include wire, coffins, paving and building bricks, nails, matches, gloves and steel culverts.

CHARIOT—Monthly. Fraternal. Established 1894. Supreme Tribe of Ben-Hur, pub-

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lishers. Subscription, 25 cts.; sworn average circulation for year 1913, 120,000* net; 8 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, agate, 50 cts. a line. Reading notices, 60 cts. a line.

JOURNAL—Every evening except Sunday. Republican. Established 1848. The Journal Co., publishers. Subscription \$5; sworn average circulation for year ending June 1914, 4,599*; 8 and 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 14 cts. an inch; composition, 5 cts. per inch extra. Special positions, 10 and 20% extra. Readers, 10 cts. per line. Classified, ½c. per word.

ELKHART—Population 19,282. Situated in the St. Joseph Valley on St. Joseph River, Big Four and Lake Shore Ry. 15 Miles East of South Bend. Has good water power and the following industries: Railroad, machine and repair shop; carriage, automobile, go-cart, computing scale, corset, band instrument and harness factories; brass, telephone, acetylene gas machine, bridge and iron works; paper, flour, and planing mills.

TRUTH—Every evening except Sunday, and SUNDAY morning. Democratic. Established 1889. The Truth Publishing Co. publishers. Subscription \$5. Sworn average circulation for six months ending April, 1914, daily and Sunday, 4,590*; 8 to 12 pages, 7 columns, length of columns 20½ in.; width 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch flat; full position 18 cts. Composition 5 cts. an inch additional. Reading notices 5 cts. a line. Classified 1 ct. per word, first insertion; ½ ct. per word thereafter.

EVANSVILLE—Population 69,647. On Ohio River. Six steam and six electric lines radiate from the city; also six boat lines operating on river. Is an excellent distributing point because of its geographical location and transportation facilities. Said to be the second largest hardwood lumber market, the cheapest soft coal market in the world. Manufacturing industries include foundries, machine shops, furniture, brooms, cigar, buggy, steam shovel, iron stove front, locomotive headlight, plows, cotton factories; potteries; breweries; planing and saw mills; flour and wooden mills. Willard Library and Art Gallery, Three Carnegie Libraries, Southern Indiana Hospital for Insane and U. S. Marine Hospital located here. Annual value of manufactured products, \$27,000,000.00. Amount of capital invested in manufacturing plants, \$25,500,000.00. Bank clearings during year 1913, \$134,075,478.00.

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COURIER—Every morning, including SUNDAY. Democratic. Established 1845. The Evansville Courier Publishing Co., publishers. Subscription, \$7.50 (by mail, \$4); sworn average circulation for six months prior to April 1914, daily, 18,826*; Sunday, 12,356*; 10 to 16 pages; Sunday, 36 to 50 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 7 cts. a line. Open space within one year, 1,000 lines, 5 cts. a line; 3,000 lines, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines or more, 3 cts. a line. Mail orders copy 4 cts. a line, flat. Position, 10 and 25% extra. Classified, 5 cts. a line; one week, 4 cts.; one month, 3 cts. Reading notices, 15 cts. a count line; telegraphic, 40 cts. a line.

See advertisement on page 486.

DEMOKRAT—Every morning except Monday, and SEMI-WEEKLY, Tuesdays and Fridays. German. Independent. Established 1864. Subscription, daily, \$4; Sunday, \$2; Semi-Weekly, \$2; claimed average circulation for year 1913, daily and Sunday, 5,261; semi-weekly, 9,105; daily, 8, Sunday, 16 to 36 pages, semi-weekly, 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 3½ cts. a line; 26 times, 1¼ cts. a line; 1,000 lines, 2 cts.; 3,000 lines, 1½ cts.; 5,000 lines, 1¼ cts.; 14,000 lines, 1c. a line. Reading notices, 12 cts. a count line; telegraphic, 30 cts. a line. Classified, 5 cts. a line; one week, 4 cts.; one month, 3 cts. SEMI-WEEKLY, 5 cts. a line; 26 times, 2¾ cts. 1,000 lines, 3 cts. 3,000 lines, 2½ cts.; 5,000 lines, 2 cts.; 14,000 lines, 1½ cts. a line. Reading notices, 18 cts. a line; telegraphic, 45 cts. a line. Classified, 10 cts. a line.

JOURNAL-NEWS—Every evening except Sunday, and JOURNAL NEWS, SUNDAY MORNING. Independent. Established 1832. Evansville Journal Co., publishers. Subscription, daily, 1c. a copy; sworn detailed average circulation for six months ending March 31, 1914, Sunday, 13,521*; daily, 14,330*; daily, 12 pages; Sunday, 24 to 36 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 35 cts. an inch, flat. Preferred position, 15 and 25% extra. Classified, 1c. a word. Reading notices, 25 cts. a line.

PRESS—Every evening except Sunday. Independent. Established 1906. Evansville Press Co., publishers. Subscription, \$4; sworn average circulation for year ending June 1914, 13,979*; 8 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 3 cts. a line; 2,500 lines, one year, 2¾ cts. per line; full position, 3¼ cts.; 5,000 lines or not less

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than 6 in. per week for 52 weeks, 2¼ cts. a line; full position, 3½ cts.; 5,000 lines or more, in full position, 3 cts. a line. Following pure reading, 15 cts. per line. Classified, ½ cts. per word. Resorts, publishers and schools, 2½ cts. a line, flat.

FORT WAYNE—Population 63,933. On Maumee, St. Mary's and St. Joseph Rivers, 7 railway systems and 5 interurban lines. In the center of an excellent agricultural district and hardwood timber. Industries include work shops of several railroads, electrical machinery works, shirt waist factories, hosiery knitting mills, car wheel, electric lamp, oil tank, gas manufacturing machinery works, foundry and machine shops, piano and organ factory, stove and bolt factory, rolling mills. Monthly payroll of local industries \$750,000.00. Seat of Concordia College. Annual value of manufactured products, \$36,275,000.00. Bank clearings during year 1913, \$65,002,707.54.

JOURNAL-GAZETTE—Every morning including SUNDAY. Democratic. Established 1882; Journal-Gazette Co., publishers. Subscription, \$4.80; sworn average circulation for year ending May 1914, daily 26,200* Sunday, 22,425*; 12 to 50 pages, 7 columns; length of columns, 21 in.; width, 2¼ in.

Advertising rates, daily or Sunday, 6 cts. a line; 1,000 lines, 5 cts.; 2,000 lines, 4 cts.; 3,000 lines, 3 cts. Full position, 25% additional. Reading notices, body type among pure reading, 50 cts. a count line; telegraphic, 20 cts. per count line; 1,000 lines, 15 cts. Classified, 1c. per word.

See advertisement on page 500.

NEWS—Every evening except Sunday. Republican. Established 1874. News Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months ending June, 1914, 12,844* net; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line; on contract, flat, 2 cts. a line. Preferred position, 10, 25 and 33½% extra. Reading notices, 15 cts. a count line; on contract, 500 lines or over, 10 cts. a line. Classified, 1c. per word.

SENTINEL—Every evening except Sunday. Democratic. Established 1860. E. A. K. Hackett, publisher. Subscription, \$5.20; sworn average circulation for six months ending March 31, 1914, 11,894*; 12 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch. Preferred position, 5 cts. an inch extra. Classified, 1c. a word (minimum charge, 15 cts.). Reading notices, 12 cts. per count line; telegraphic readers, 20 cts. a line.

GARY—Population 16,802. Is situated at the South end of Lake Michigan in the centre of the most rapidly growing manufacturing

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region of the United States. Has 8 railroad lines and the second largest switch yard in the United States. The principal industries are steel, sheet and tin plate plants; bridge, cement, screw and bolt works, employing 18,000 men on a monthly payroll of more than \$1,000,000.00. Bank clearings during 1913, \$19,803,568.30.

TRIBUNE—Every evening except Sunday. Republican. Established 1907. Gary Tribune Co., publishers. Subscription, \$3.60; claimed average circulation for six months prior to April, 1914, 4,106* net paid; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Tribune Building.

Advertising rates, 14 cts. an inch. First position 25% extra. Composition 5 cts. an in. additional. Readers, 10 cts. a line. Classified, 1c. per word.

GOSHEN—Population 8,514. 2 railroads. In center of fine farming community; has excellent water power. Manufactures include flour, saw and rubber mills, iron works, pump, brush, furniture and sash factories.

COOKING CLUB MAGAZINE—Monthly. Culinary. Established 1879. Cooking Club Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, exceeding 35,500; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, agate, 30 cts. a line; full page, \$60; ¼ and ½ pages, pro rata.

POULTRY POST—Monthly. Poultry. Established 1908. Post Publishing Co., publishers. Subscription, 25 cts.; claimed average circulation for 1913, 40,000; 16 to 64 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, \$2.38 an inch; 12 in., \$2.24; 36 in., \$2.10; 72 in., \$1.96; 120 or more in., \$1.82 an inch. Classified, 4 cts. a word.

HAMMOND—Population 20,925. 20 miles from Chicago, on Lake Michigan and the Grand Calumet River, also 21 railroads and 3 interurban lines over which there are 140 passenger trains a day. In Hammond and vicinity there are extensive iron and steel foundries; cake plants; passenger and freight car works; glucose, glue and other grain product factories; and there are also conduit, tile, underwear, piano, potato machinery and surgical instrument factories; brewery; pickle, bolt, nut, screw, chemical, knitting, chain, belting and hose works; sheet and tin plate, steel and wire and flouring mills; iron and steel foundries; packing houses; grain elevator; book bindery.

LAKE COUNTY TIMES—Every evening except Sunday. Also Gary, East Chicago and Ind. Harbor TIMES. Every evening except

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Sunday. Established 1806. Lake County Printing and Publishing Co., publishers. Subscription, \$3; claimed average circulation for six months prior to April, 1914, 10,756* net paid; 8 to 32 pages, 7 columns; length of columns, 23 in.; width, 2½ in. Can use matrices.

Advertising rates, 37 cts. an inch. Preferred position, 15% extra. Classified, 1c. a word. Reading notices, 12 cts. a line, 500 lines, or more 10 cts. a line.

HUNTINGTON—Population 10,272. 3 railroads, and traction system. Especially strong as a farming center and important horse market. Industries include heading and nail factories, flour mills, stave and steam shovel works, shoe and knitting factories, planing and saw mills, furnace and stove foundry, railroad repair shops and lime manufacture; also a number of grain elevators. Seat of Central College.

FARMERS' GUIDE—Every Saturday. Agricultural. Live Stock. Established 1889. Guide Publishing Co., publishers. Subscription, \$1; detailed average circulation for first six months 1914, 80,236*; 20 to 48 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close Saturday preceding.

Advertising rates, agate, 40 cts. a line, flat. For combination rates, see Associated Farm Papers, Chicago, Ill.

HERALD—Every evening except Sunday. Independent Republican. Established 1843. Walter H. Ball, publisher. Subscription \$5; sworn average circulation for six months prior to April, 1914, 4,675; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch, additional. Preferred positions, 25% extra. Readers, 10 cts. a line. Classified, ½c. per word.

OUR SUNDAY VISITOR—Every Sunday. Catholic. Established 1912. Catholic Publishing Co., publishers. Subscription, 50 cts.; sworn claimed average circulation for three months ending March 2, 1914, 232,824* net paid; 4 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rate, agate, 75 cts. a line, flat.

INDIANAPOLIS—Population 233,650. 17 railroads, 12 electric interurban lines. Distributing center for a very large area. Vast trade in pork packing houses and stock yards business generally. Manufactures include 10 automobile factories, malleable iron and agricultural implement works, foundries, machine shops, railroad cars, sewing machines, upholstery and furniture, glass, cotton and woolen goods, pianos and organs. State House, State Library and State Asylums for Deaf, Dumb, Blind and Insane located here. Fort Benjamin Harrison, one of the largest United

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States army posts in the country is also located near here. Annual value of manufactured products, \$1,500,250,000.00. Bank clearings during year 1913, \$432,452,386.27.

ASSOCIATED ADVERTISING—Monthly (1st). Advertising. Established 1909. Associated Advertising Clubs of America, publishers. Subscription, \$1; claimed average circulation for year 1913, 10,200; 70 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 10th preceding month. Office 141 West Maryland Street.

Advertising rates, full page, \$50; ½ or ¼ page, pro rata. Special positions and cover pages upon application.

BARRELS & BOTTLES—Monthly (1st). Liquor and Pure Food. Established 1900. Barrels and Bottles publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 16 pages, 3 columns; length of columns, 13½ in.; width, 2¾ in. Can not use matrices. Forms close, 20th of month preceding.

Advertising rates, \$2 an inch, with 20% discount on yearly contract.

BRICKLAYER, MASON AND PLASTERER—Monthly (1st). Labor. Established 1898. Bricklayers, Masons and Plasterers' International Union, publishers. Subscription, 75 cts.; claimed circulation for year 1913, 53,000; 24 pages and cover; 2 columns; length of columns, 8 in.; width, 3¾ in. Forms close 15th of month preceding. Office, University Park Building.

Advertising rates, agate, 40 cts. a line; per inch, \$5.50; 2 in., \$11; ½ page (2½ in.), \$13.50; 3 in., \$16.20; 4 in., \$21.50; ¼ page, \$25; ½ page, \$47.50; one page, \$92, discount on time contracts.

BRIDGEMEN'S MAGAZINE—Monthly (15th). Building Trade. Established 1901. International Association of Structural Iron Workers, publishers. Subscription, \$1; circulation—not given by publisher; 64 pages, 2 columns; length of columns, 8 in.; width, 14 ems. Forms close 25th preceding month. Can use matrices. Office, American Central Life Building.

Advertising rates, agate, 20 cts. a line; per inch, \$2.50; ½ page, one time, \$4.50; ¼ page, \$8.50; ½ page, \$16; one page, \$30.

CARPENTER—Monthly. Labor. Established 1881. United Brotherhood of Carpenters and Joiners of America, publishers. Subscription, \$1; claimed average circulation for year 1913, 8,000; 60 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 25th preceding month. Can use matrices. Office, Carpenter Building.

Advertising rates on application.

CATHOLIC COLUMBIAN RECORD—Every Friday. Catholic. Established 1882.

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Jas. T. Carroll, editor and publisher. Subscription, \$2; sworn circulation for year 1913, 7,400*; 8 to 10 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 74 cts. an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

CHRONICLE—Monthly. Fraternal (K. & L. of H.). Established 1888. Supreme Lodge Knights and Ladies of Honor, publishers. Subscription, 50 cents; claimed circulation for year 1913, 70,000; 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 22nd preceding month. Office, Knights and Ladies of Honor Temple.

Advertising rates, agate, 30 cts. a line.

CLAY WORKER—Monthly (20th). Trade. Established 1884. T. A. Randall & Co., publishers. Subscription, \$2; claimed circulation for year 1913, 5,000; 100 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 211-215 Hudson Street.

Advertising rates, \$2.50 an inch; ¼ page, \$12; ½ page, \$20; ¾ page, \$25; ½ page, \$35; ¾ page, \$45; one page, \$60; reading notices, 40 cts. a line.

COMMERCIAL—Every morning except Sunday. Financial, Legal, Contractors. Established 1895. Central City Publishing Co., publishers. Subscription, \$5; claimed circulation for year 1913, 5,000; 4 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Office, American Central Life Building.

Advertising rates, agate, 4 cts. a line; 1,000 lines within one year, 3 cts. a line; 5,000 lines, 2½ cts.; 10,000 lines, 2 cts. Preferred position, 10% extra. Classified, 5 cts. a line. Reading notices, 25 cts. per count line.

EDUCATOR JOURNAL—Monthly (1st). Educational. Established 1856. The Educator Journal Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 7,000; 72 pages; 2 columns, length of columns, 7½ in.; width, 2½ in. Can use matrices. Forms close 15th preceding month. Office, 403 Newton Claypool Building.

Advertising rates, \$1.80 an in.; ¼ page, \$6.75; ½ page, \$12; full page, \$21, with discounts on six or more insertions.

FREEMAN—Every Saturday. Afro-American. Established 1888. Geo. L. Knox, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 40,000; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 220 W. Vermont Street.

Advertising rates, agate, 5 cts. a line; next reading, 7 cts. Reading notices, 10 cts. a line.

INDIANA CATHOLIC—Every Friday. Catholic—Non-partisan. Established 1910. In-

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diana Catholic Printing and Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year ending May 1914, 12,275*; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 800 Wulsin Bldg.

Advertising rates, 65 cts. an inch, with discounts for time.

INDIANA FARMER—Every Saturday. Agricultural. Established 1845. Indiana Farmer Co., publishers. Subscription, 60 cts.; sworn detailed average circulation made under date of Oct. 2, 1913, 56,081*; 16 to 40 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Office, 30½-36½ N. Delaware Street.

Advertising rates, agate, 25 cts. per line, flat. Reading notices, leaded agate, 40 cts. per count line. Classified (minimum 50 cts.) 4 cts., flat, per word.

INDIANA TIMES—Every evening except Sunday. Independent. Established 1888. W. D. Boyce Co., publishers. Subscription, \$3.60; sworn average circulation for six months prior to July 1, 1914, 51,097* net; 12 to 16 pages; 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 20-36 E. Georgia Street.

Advertising rates, agate, 6 cts. a line; next reading (minimum, 42 lines), 6½ cts.; full position, 7 cts. a line, flat. Effective Jan. 15, 1915, 8, 8½ or 9 cts. a line. Reading notices, 40 cts. per count line, flat. Classified, 1c. a word.

See advertisement on page 442.

INLAND POULTRY JOURNAL—Monthly. Poultry. Established 1895. Inland Poultry Journal Co. (Inc.), publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 40,000; 48 to 100 or more pages; 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th of preceding month.

Advertising rates, up to nine in., for less than one year (minimum ½ in.), \$4 an inch; all over nine in., one year, \$3.25 an inch; 3 to 6 in., \$3; 6 in., \$2.00; 10 in., \$2.35; ½ page, \$2.25; 1 page, \$2.05 an inch per time. Reading notices, 25 cts. a line.

JERSEY BULLETIN AND DAIRY WORLD—Every Wednesday. Dairy. Established 1883. Jersey Bulletin Publishing Co., publishers. Subscription, \$1; detailed average circulation for year 1913, 13,164*; 36 to 60 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 238 South Meridian Street.

Advertising rates, 25 cts. a line; 100 lines, 20 cts; 200 lines, 18 cts; 300 lines, 16 cts.; 400 lines, 14 cts.; 500 lines, 10 cts.; 1,000 lines, 8 cts.; 2,000 lines, 7 cts.; 6,000 lines, 6 cts.; 10,000 lines, 5 cts. a line.

JOURNEYMAN BARBER—Monthly (1st). Labor. Established 1893. Journeyman Bar-

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bers International Union, publishers. Subscription, 60 cts.; circulation—not given by publisher; 00 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, 21 to 23 East North Street.

Advertising rates, 28 cts. a line; full page, (224 lines), \$40; ½ page, \$22; ¼ page, \$12; ⅓ page, \$7.

LEDGER—Every Saturday. Afro-American Independent. Established 1913. J. D. Howard, Editor and publisher. Subscription \$1.50. Claimed average circulation for six months ending June, 1914, 22,000. 8 pages, 7 columns, length of columns 22½ in.; width 2½ in. Can use matrices. Office 405 Muskingum Street.

Advertising rates 3 cts. a line.
See advertisement on page 488.

LOCOMOTIVE FIREMEN'S AND ENGINEERS' MAGAZINE—Monthly. Railway, Technical and Fraternal. Established 1876. Brotherhood of Locomotive Firemen and Enginemen, publishers. Subscription, \$1.50; claimed average circulation for 1913, 88,000; 176 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th preceding month. Office, Hume-Mansur Bldg.

Advertising rates, agate, 45 cts. a line; full page, (224 lines), \$80; ½ or ¼ page pro rata; second or third cover, \$90; fourth cover, \$100.

MUNICIPAL ENGINEERING—Monthly. Municipal. Established 1890. Engineering Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 6,731 net; 212 pages, 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, ½ page, one time, \$15; ¼ page, \$25; ½ page, \$40; one page, \$70. Discount on 3 months and longer.

NEWS—Every evening except Sunday. Independent. Established 1869. Delavan Smith, publisher. Subscription, \$5; sworn average circulation for year 1913, 107,327* net; 12 to 32 pages, 8 columns; length of columns, 21 6/7 in.; width, 2½ in. Can use matrices. Office, 28-30 W. Washington Street.

Advertising rates, agate (minimum, 10 lines), 12 cts. per line, flat. Preferred positions, full (minimum, 42 lines), 2 cts.; second, 1½ cts.; special page, 1c. a line, flat, extra. Double column ads must not measure less than 7 lines deep; three columns, 35 lines; four columns, 75 lines; five columns, 100 lines; six columns, 125 lines; seven columns, 140 lines; eight columns, 150 lines deep. Classified, 9 cts. a line; displayed in outline type, limit, 36 point, 10 cts. a line. Reading notices, 25 cts. a line; 500 lines, 20 cts.; preceded by pure reading, the word "Advertisement" to follow, 50 cts. a line; 500 lines, 40 cts. a line.

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See advertisement on page 441.

SPOTTVOGEL—Every Sunday (Sunday issue of Daily Telegraph and Tribune). German. Independent. Gutenberg Company, publishers. Subscription, \$2; claimed average circulation for year 1913, 11,979; 16 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 217-219 East Pearl Street.

Advertising rates, from 5 cts. per agate line; 1,000 lines, 4½ cts.; 2,500 lines, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines, 3 cts. Reading notices, 15 cts. a line; black face type, 20 cts. a line. Classified, 1c. a word.

STAR—Every morning including SUNDAY. Independent. Established 1903. Star Publishing Co., publishers. Subscription 15 cts. per week; Sunday only, 5 cts.; daily only, 10 cts.; sworn detailed average circulation for year ending March 31, 1914, daily, 81,360*; Sunday, 84,197*; daily, 14 pages; Sunday, 58 to 80 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Star Building.

Advertising rates, agate, 10 cts. a line, flat. Preferred positions, 15 and 25% extra. Reading notices, with cut-off rule, 35 cts. a count line. Classified, 1c. a word or 6 cts. a line. Combination rate, STAR LEAGUE, embracing Indianapolis Star, Muncie Star and Terre Haute Star, 15 cts. a line, equal space to be used within one year. Reading notices, 70 cts. a count line. Classified 12 cts. a line.

See advertisement on pages 426 and 441.

STAR LEAGUE—

See advertisement on page 426.

SWINE BREEDERS JOURNAL—Semi-monthly (1st and 15th). Stock. Established 1881. Morris Printing Co., publishers. Subscription, 50 cts.; circulation—not given by publisher; 20 pages, 3 columns; length of columns, 10 in.; width, 14 cms. Can use matrices. Office, 939-941 South Illinois Street.

Advertising rates, full page, \$75; ½ page, \$50; ¼ page, \$35; ⅛ page, \$25 with discounts on 2, 6, 12 or 24 time contracts.

TELEGRAPH AND TRIBUNE—Every evening except Sunday. German. Independent. Established 1865. Gutenberg Co., publishers. Subscription, \$4.50; claimed circulation for year 1913, 10,825; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 217-219 East Pearl Street.

Advertising rates, 5 cts. per agate line; 1,000 lines, within one year, 4½ cts.; 2,500 lines, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines, 3 cts. a line. Reading notices, 15 cts. a line; black face type, 20 cts. a line. Classified, 1c. a word.

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TYPOGRAPHICAL JOURNAL—Monthly (5th). Labor. Established 1889. J. W. Hays, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 51,000; 144 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th of month preceding. Office, 640-48 Newton Claypool Bldg.

Advertising rates, upon application.

UNITED MINE WORKERS' JOURNAL—Every Thursday. Official organ of the United Mine Workers of America. Established 1890. Subscription, \$1; sworn average circulation for year 1913, 27,000; 6 columns; length of columns, 19½ in.; width, 2½ in. Office, State Life Building.

Advertising rates upon application.

UP-TO-DATE FARMING—Semi-Monthly. 1st and 15th.) Established 1898. Equity Publishing Co. (Inc.) publishers. Subscription, 50 cts.; guaranteed average circulation for year, April 1, 1914, to 1915, exceeding 209,000; 24 to 40 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 10 days in advance. Office, 227 West Washington Street.

Advertising rates, 75 cts. a line; preferred position, 10% extra; full page (700 lines), \$400. Classified, 50 cts. a line.

See advertisement on page 445.

WESTERN HORSEMAN—Every Wednesday. Trotting horse. Established 1877. The Western Horseman Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 16,558; 24 to 40 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, Law Building.

Advertising rates, 1 inch, one time, \$2.50; one month, \$7.80; three months, \$20.00; six months, \$32.00; one year, \$52. Larger space at reduced rates.

WOOD WORKER—Monthly (15th). Wood working. Established 1882. The S. H. Smith Company, publishers. Subscription, \$1. Claimed average circulation for 1913, 10,015; 92 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can not use matrices. Forms close 1st. Office, 222 E. Ohio Street.

Advertising rates upon application.

KOKOMO—Population 17,010. Located in a farming, grazing and lumbering district; 54 miles North of Indianapolis on three railways. Natural gas wells in vicinity. Principal industries are: Woodworking factories, potteries, rubber and glass works, flour, paper and pulp mills. Annual value of manufactured products, \$18,058,179.10. Bank deposits during 1913, \$3,518,533.43.

TRIBUNE—Every evening except Sunday. Republican. Established 1883. John Arthur Kautz, editor and publisher. Subscription,

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\$3; sworn average circulation for year ending July 1, 1914, 5,569*; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch additional. Readers, 5 cts. a line; black face type counts double. Classified, 1c. per word.

LAFAYETTE—Population 20,081 (with West Lafayette, 23,948). On Wabash River, 3 traction lines and 4 railroads. A most important grain market and located in an excellent grain raising district. Industries include electrical appliances, pork packing houses, foundaries, wagon works, lumber mills, carpet, soap, wire goods, printers folder and safe factories; automobile gear works; flour mills; brick yards; breweries; grain elevators; and railroad shops. Seat of Purdue University. Annual value of Manufactured products, \$6,000,000.00. Bank deposits, during 1913, \$13,000,000.00.

COURIER—Every evening, except Sunday. Republican. Established 1849. M. M. Mayerstein, publisher. Subscription, \$5.20; sworn average circulation for six months prior to April, 1914, 5,482* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 16 cts. an inch, flat. Position, 10 and 25% extra. Classified, 1c. a word.

JOURNAL—Every morning except Sunday. and **TIMES**, Sunday morning. Republican. Established 1829. Journal-Times Co., publishers. Subscription, daily, \$5.20; sworn detailed average circulation for six months ending March 31, 1914, daily 9,320* net paid; Sunday Times, 5,000*; (Friday edition is also the weekly); daily, 10 and 12 pages; Friday, 16 to 20 pages; Sunday 24 pages; all editions 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, either edition, 21 cts. an inch, flat. Preferred position, 15 and 25% extra. Classified, 1c. a word.

PAINTER AND DECORATOR—Monthly. Labor. Established 1886. Brotherhood of Painters, Decorators and Paper Hangers of America, publishers. Subscription, \$1; circulation—not given by publisher; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, ⅓ page, one time, \$10; ⅓ page, \$15; ¼ page, \$25; ½ page, \$40; one page, \$70. Further rates on application.

TIMES—Sunday edition of Journal which see.

LOGANSPOUT—Population 19,050. Located "on the banks of the Wabash" (River). 3 railway systems and 3 traction lines. 88

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factories including those manufacturing motors, furniture, electric irons, underwear, rugs, overalls, harness, water wheels, electric car trucks, castings, machinery, paper, woolen goods, barrels, etc. An important shipping point for grain, pork and lumber. Seat of Northern Indiana Hospital for the Insane. Annual income from the various enterprises, \$3,500,000.00.

JOURNAL-TRIBUNE—Every morning except Monday. Republican. Established 1875—1907. Journal-Tribune Co., publishers. Subscription, \$3.50; sworn average circulation for six months ending Mar. 31, 1914, 6,110* net paid; 10 to 12 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices. Office, 530 Broadway.

Advertising rates, 15 cts. an inch, flat. Full position (minimum 4 in.), 25% additional. Readers, brevier, 7½ cts. a line.

PHAROS-REPORTER—Every evening except Sunday. Independent. Established 1889. Reporter Publishing Co. (Inc.), publishers. Subscription, daily, \$3; sworn average circulation for six months ending March 31, 1914, 5,240* net paid; 10 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office 525 Broadway.

Advertising rates, 25 cts. an inch; on contract of 101 or more in.; 15 cts. an inch, next to reading matter, 17 cts.; full position, 19 cts. an in. Plain readers, 10 cts. a line; telegraphic readers, 15 cts. a line. Classified, 1c. per word.

MARION—Population 19,359. 4 railroads with interurban connections North, South, East and West. Fine farming and fruit raising district. Natural gas and oil in vicinity. Manufactures include malleable iron, motor and glass works, rolling mills, railway appliances and car factories. A National Military Home located here. Bank clearings during 1913, \$23,000,000.00.

CHRONICLE—Every evening, except Sunday. Republican. Established 1865. The Chronicle Publishing Co., publishers. Subscription, \$5.20; sworn average circulation for year ending March 31, 1914, 7,940*; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; full position (minimum 3 in.), 15% extra. Reading notices, 5 cts. a line. Classified, 1c. per word.

LEADER-TRIBUNE—Every morning, except Monday, including SUNDAY. Democratic. Established 1870. Marion Leader Co. (Inc.), publishers. Subscription, \$5.20; sworn average circulation for year 1913, daily, 8,875* net paid; Sunday, 9,035* net paid; 8 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

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Advertising rates, 20 cts. an inch, flat; preferred position, 15% extra. Classified, 1c. a word. Reading notices, 5 cts. per count line. See advertisement on page 485.

TEACHERS' JOURNAL—Monthly. Educational. Established 1900. Teachers' Journal Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 7,000; 72 pages, 2 columns; length of columns, 7 in.; width, 2½ in.

Advertising rates, \$1.40 an inch; ¼ page, one time, \$2.50; ½ page, \$5; ¾ page, \$8.50; one page, \$16.

MUNCIE—Population 24,005. Located in the midst of a rich agricultural territory on White River, 6 steam railroads and 5 inter-urban lines. Seat of Muncie Normal Institute. Manufactures include malleable iron, glass works, woodworking institutions and automobile and piano factory and foundries.

PRESS—Every evening except Sunday. Independent. Established 1886. Press Publishing Co., publishers. Sworn average circulation for six months prior to April, 1914, 9,120* net paid; 10 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. an inch; position, 15 and 25% additional. Reading notices, 10 cts. a line; second and subsequent insertions, 5 cts. a line. Classified, 1c. a word.

SHAFFER GROUP—

See advertisement on page 441.

STAR—Every morning including SUNDAY. Progressive. Established 1899. Star Publishing Co., publishers. Subscription, daily, \$5; Sunday only, \$2.50; sworn detailed average circulation for six months ending June, 1914, 21,137* net; daily, 8 to 16 pages; Sunday, 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 4 cts. a line. Preferred positions, 15 and 25% extra. Classified, 1c. a word, or 6 cts. a line. Reading notices, with cut-off rule, 25 cts. a count line, flat, or combination rate. **STAR LEAGUE**, embracing Indianapolis Star, Muncie Star, and Terre Haute Star, see Star, Indianapolis, Ind.

See advertisement on pages 426 and 441.

STAR LEAGUE—

See advertisement on page 426.

NOTRE DAME—Population 596. On Michigan Central Railroad, 2 miles from South Bend. Seat of University of Notre Dame and St. Mary's Academy.

AVE MARIA—Every Saturday. Roman Catholic. Established 1865. Rev. Daniel E. Hudson, O. S. C., publisher. Subscription, \$2;

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sworn detailed average circulation for last six months 1913, 28,075*; 36 pages, 2 columns; length of columns, 8 2/7 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 20 cts. a line; ¼ page, \$11.60; ½ page, \$23.20; one page, \$46.40; discounts, 3 months, 10%; 6 months, 15%; 9 months, 20%; 12 months, 25%.

RICHMOND—Population 22,324. 3 railroads.

In the center of and distributing point of fine farming section. Very large manufactures of threshing machines, engines and boilers, farm implements, ventilating machinery, caskets, coffins, undertakers' supplies, roller skates, pianos, church and school furniture, flour mills, lawn mowers; natural gas in immediate vicinity. Seat of Earlham College and State Insane Asylum located here. Annual value of manufactured products, \$3,500,000.00. Bank clearings during year 1913, estimated \$27,000,000.00.

AMERICAN FRIEND—Every Thursday. Religious. Friends. Established 1894. Friends Publication Board, publishers. Subscription, \$1.50; claimed average circulation for year 1913, 5,000; 16 pages, 3 columns; length of columns, 9½ in.; width, 2½ in.

Advertising rates, agate, 8 cts. a line, with discount for time or space.

ITEM—Every evening except Sunday. Independent. Established 1878. Item Newspaper Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 5,443* net; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; full position, 17 cts. an inch. Reading notices, 10 cts. per count line.

PALLADIUM AND SUN-TELEGRAM—Every evening except Sunday. Independent Progressive. Established 1831. Palladium Printing Co., publishers. Subscription, daily and Sunday, \$5; sworn average circulation for nine months ending April 30, 1914, daily, 8,057* net; 8 to 12 pages, 7 columns; length of columns, 32 in.; width 2½ in. Can use matrices.

Advertising rates, 19 cts. an inch, flat; full position, 21 cts. Reading notices, 10 cts. a line; 500 lines on yearly contract, 8 cts.; 1,000 lines or more, 5 cts. a line. Classified, 1c. a word, ½c. per word for subsequent insertions.

SOUTH BEND—Population 53,684. On St. Joseph River and 7 railroads. A most important manufacturing center including the largest wagon, plow, clover huller and sewing machine case factories in the country, farming implement, plow, steel range, toy and shirt factories; woolen, paper and flour mills; sewing machine fixtures, chairs,

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bricks, etc. Annual value of manufactured products, \$42,000,000.00. Bank clearings during year 1913, \$76,500,000.00.

EAGLE MAGAZINE—Monthly (5th to 15th). Fraternal. Established 1913. The Fraternal Order of Eagles, publishers. Subscription, 20 cts.; detailed average circulation July 1, 1914, 383,571*; 28 to 64 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 25th of month preceding. Office, 310-14 Dean Building.

Advertising rates, agate, \$1.25 a line; full page (420 lines), \$500; back cover (two colors) \$600.

NEWS-TIMES—Every morning, including SUNDAY and every evening except Sunday, Democratic. News-times Printing Co., publishers. Subscription, \$5 for each paper; sworn average circulation for six months ending March 31, 1914, 15,844* net paid; 12 to 34 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line, flat, for both editions; full position, 3 cts. per line. Reading notices, 12 cts. per count line, flat. Classified (25 cts. minimum), 5 cts. per line, flat.

TRIBUNE—Every evening except Sunday. Independent Republican. Established 1873. Tribune Printing Co., publishers. Subscription, \$6; sworn detailed average circulation for year 1913, 14,363*; 12 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily, agate, 2 cts. a line, flat; next reading, 2½ cts.; full position 2½ cts. a line. Classified, 1c. a word. Reading notices, 10 cts. a line.

WESTERN UNDERTAKER—Monthly. Trade. Established 1879. Herbert S. Fassett, publisher. Subscription, \$1; claimed circulation for year 1913, 5,300; 48 pages or more, 2 columns; length of columns, 10 in.; width, 3½ in.

Advertising rates on application.

SPENCER—Population 2,150. On Vandalia R. R. Located in farming section. Industries include staves, flour, lumber, brick, tile and bottle works, coal mines and stone quarries.

FARM LIFE AND AGRICULTURAL EPITOMIST—Monthly. Agricultural. Established 1881. The Epitomist Publishing Co. (Incorp.), publishers. Subscription, 25 cts.; guaranteed circulation for 1914, 300,000*; 24 to 48 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices. Forms close 20th of preceding month.

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Advertising rates, agate, \$1.50 a line, flat; full page, \$750. Readers, \$2.50 a count line. See advertisement on page 452.

VEGETABLE GROWER. See Chicago, Ill.

TERRE HAUTE—Population 58,157. On Wabash River, 7 railroads and 4 interurban lines. Shipping point for large trade in flour, and grain. Oil wells and coal mines in vicinity. Industries include glass, brick, pipe, enameling, malleable iron and tool works; rolling mills and blast furnaces. Flour, hominy mills, breweries, distilleries and car and carriage; mining machinery and basket factories. Seat of State Normal School and Polytechnic Institute, also St. Mary's and Polytechnic Institute, which is near the city. Annual value of manufactured products, \$32,000,000.00. Bank clearings during year 1913, \$58,000,000.00.

POST—Every evening except Sunday. Independent. Established 1906. Terre Haute Post Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April 1914, 7,625* net paid; 8 to 12 pages, 7 columns; length of columns, 19½ to 22 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 2 cts. a line; full position, 2½ cts. a line; 2,500 lines, within one year, 1¾ cts.; full position, 2½ cts.; 5,000 lines, or not less than 6 in. per week for 52 weeks, 1½ cts. a line; full position, 2 cts. a line. Resorts, publishers, schools or colleges, 1½ cts. a line. Classified, ½c. per word. Reading notices, 10 cts. a line.

SHAFFER GROUP—

See advertisement on page 441.

STAR—Every morning including SUNDAY. Independent. Established 1903. Star Publishing Co., publishers. Subscription, daily, \$2.50; Sunday, \$2.50; sworn detailed average circulation for year 1913, daily, 21,939* net paid; Sunday, 16,827* net paid; daily, 10 to 20 pages; Sunday, 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line, flat. Preferred position, 15 and 25% extra. Classified, 6 cts. per line. Reading notices, with cut-off rule, 20 cts. a count line. See Indianapolis, Ind., Star for combination rate, Star League, embracing Indianapolis Star, Muncie Star and Terre Haute Star.

See advertisement on pages 426 and 441.

STAR LEAGUE—

See advertisement on page 426.

TRIBUNE—Every evening except Sunday and SUNDAY MORNING. Independent. Established, daily, 1894. A. C. Keifer, publisher. Subscription, daily and Sunday, \$5.20;

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sworn detailed average circulation for 1913, daily, 15,654* net; Sunday, 14,073* net; daily, 10 to 36 pages; Sunday, 28 to 104 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line, flat; preferred position, 10 and 25% extra. Reading notices, in body type at foot of column, 10 cts. a line. Classified, 1c. a word; three insertions, 2½ cts.; eight insertions, 5 cts. a word.

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WINAMAC—Population 1,607. Located on Pittsburg, Cincinnati, Chicago and St. Louis Railroad in the center of a thriving grain growing and stock raising district.

VICTORY—Every Thursday. Prohibition. Established 1909. W. L. Overholser, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 25,000; 4 pages, 7 columns; length of columns, 20 in. Can use matrices.

Advertising rates, agate, 10 cts. a line, flat.

IOWA

BREDA—Population 374. On C. & N. W. R. R. Farming community entirely.

OSTFRIESSISCHE NACHRICHTEN—Three times a month, 1st, 10th and 20th. German. Non-Partisan. Established 1881. L. Huendling, publisher. Subscription, \$1; claimed average circulation for year 1913, 7,500; 4 pages, 6 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates, 25 cts. an inch, per time; \$7.50 per year.

BURLINGTON—Population 24,324. On Mississippi River and 4 railroads. Manufactures include Corliss engines and boilers, wheels and buggies, baskets, furniture, soap, marble cutting, pearl buttons, crackers, railroad machine shops, canning factories, cooperage works and iron foundries. Annual value of manufactured products, \$8,443,000.00.

GAZETTE—Every evening except Sunday. Democratic. Established 1837. George A. Stivers, publisher. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 7,177* net paid; 10 to 28 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 50 cts. an inch; on yearly contracts, less than 500 in., 25 cts.; 500 in. 22 cts.; 1,000 in. or more, 20 cts. an inch. Reading notices, 15 cts. a line; telegraphic, 25 cts. a line. Classified, 1c. per word.

HAWK-EYE—Every morning except Monday including Sunday. Republican. Established 1839. The Burlington Hawkeye Co., publishers. Subscription, \$4; sworn detailed

average circulation for year 1913, 9,818* net paid; 8 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; 2,000 lines used within 12 months, 2 cts. 5,000 lines, .018 cts.; position 10 and 25% extra. Reading notices, 10 cts. a line; 6 cts. a line on 500 contracts. Classified 1c. a word.

CEDAR RAPIDS—Population 32,811. On Cedar River and 4 railroads and 4 interurban lines. 226 interurban and railway trains daily. Has good water power. Industries include big trade in creamery and egg supply factories. Oatmeal, starch and planing mills, machine shops, beef, pork, packing and pump factories, or a total of 200 factories; 88 wholesale and commission houses. Also railroad car shops. Seat of Coe College. Annual value of manufactured products, \$42,000,000.00. Bank clearings during 1913, \$28,000,000.00.

GAZETTE—Every evening except Sunday. Independent. Established 1833. Gazette Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April 1914, 12,117* net paid; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, 33 cts. an inch; next to reading, 38 cts.; full position, 45 cts. an inch; 100 in. or more, preferred position, 38 cts. an inch; next to reading, 33 cts.; run of paper, 28 cts. Notices among reading matter, 15 cts. a count line. Large reading notices, set in news type, double display rate. Classified, 5 cts. a count line.

We THINK Advertising, just the same as you THINK in the commodity you wish advertised. Our combined thoughts will make your advertising a success.

IOWA

IOWA STAATS ZEITUNG—Every Friday. German. Independent Democratic. Established 1879. The Emil Stoudt Printing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 9,500; 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch each insertion. Reading notices, 10 cts. a line.

KVINDEN OG HJEMMET—Monthly. Norwegian-Danish, and **QVINNAN OCH HJEMMET**, Swedish. Monthly, Household. Established 1888. N. Fr. Hansen Publishing Co., publishers. Subscription, 60 cts.; claimed average combined circulation for year ending May 31, 1914, 60,000; 56 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th preceding month. Can use matrices.

Advertising rates, agate, 25 cts. per line; reading notices, 40 cts. a count line.

See advertisement on page 508.

MODERN BROTHERHOOD—Monthly. Fraternal. Established 1897. Luther A. Brewer, publisher. Subscription, 50 cts.; claimed average circulation for 1913-14, 140,000; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 12th preceding month. Cannot use matrices.

Advertising rates, agate, 30 cts. a line, flat.

RAILWAY CONDUCTOR—Monthly (1st). Established 1884. Order of Railway Conductors, publishers. Subscription, \$1; detailed average circulation for year 1913, 50,120; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th of preceding month.

Advertising rates, \$9 an inch; ¼ page (4 in), one time, \$27; ½ page, \$45; one page, \$75. Discount, 10, 15 or 33½% on 3, 6 or 12 consecutive insertions.

REPUBLICAN—Every morning except Monday, and **TIMES**, every evening except Saturday and Sunday. Republican. Established, morning, 1870. Republican Printing Co., publishers. Subscription, morning, \$5; evening, \$3; sworn average circulation for six months ending March 31, 1914, morning and evening combined and Sunday edition, 15,510* net paid; daily, 12 to 16 pages, Sunday, 20 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, covering both morning and evening or Sunday editions, 42 cts. an inch; up to 150 in., on contract, 35 cts. an inch; 150 to 500 in., 32 cts.; 500 to 1,000 in., 30 cts.; 1,000 in. or more, 28 cts. an inch; preferred position, 25% extra. Locals, 15 cts. per count line; pure reading, 20 cts.; telegraphic readers, 25 cts. a line. Classified 1c. a word.

IOWA

RUSSELL'S RAILWAY GUIDE—Monthly (1st). Railroad Guide-Travel. Established 1890. Russell's Railway Guide Co., publishers. Subscription \$2.50. Claimed average circulation for year 1913, 10,000; 380 pages, 1 column, length of column 7¾ in.; width 4 in. Cannot use matrices, forms close 15th of month preceding.

Advertising rates, \$2 an inch; full page \$14; ½ page, \$7.50; ¼ page, \$4.

TIMES—Evening edition of Republican, which see.

WESTERN POULTRY JOURNAL—Monthly. Poultry. Established 1888. E. E. Richards, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 40,000; 48 to 128 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 25th preceding month. Can use matrices.

Advertising rates, agate, 25 cts. a line. Discount 5, 10 and 20% on 3, 6 and 12 months respectively.

CENTERVILLE—Population 6,936. Located in an extensive coal and gypsum mining district, on Chicago, Rock Island and Pacific, and Chicago, Burlington, & Quincy Railroads, and is the center of 31 miles of Electric interurban railway. Other industries are iron, cement blocks, brick and tile works, flour mills; ice, cold storage and poultry packing plants; machine shops and stump pulling machinery factories.

IOWEGIAN—Semi-weekly. Tuesdays and Fridays. Republican. Established 1883. Iowegian Printing Co., publishers. Subscription, \$1.25; sworn average circulation for six months ending June, 1914, 4,389*; 6 to 12 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Can not use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch additional. Special position, 10 or 20% extra. Readers, 5 cts. a line, classified, ½c. per word.

CLINTON—Population 25,577. On Mississippi River and 4 railroads. Has railroad repair shops. Woven wire, wagon and furniture factories, packing houses, lock works, foundries and machine shops, paper mills, bridge works and sugar refinery.

ADVERTISER—Every evening except Sunday. Democratic. Established 1872. Advertiser Publishing Co., publishers. Subscription, \$2; sworn average circulation for six months ending March 31, 1914, 10,305* net paid; 10 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 28 cts. an inch, flat; full position, 35 cts. an inch.

HERALD—Every evening except Sunday. Republican. Established 1856. Clinton Herald

IOWA

Co., publishers. Subscription \$5; sworn average circulation for year ending April 1, 1914, 7,486* net; 12 to 20 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch. Classified, 1c. per word. Reading notices, 10 cts. a count line.

COUNCIL BLUFFS—Population 29,292. 8 trunk lines of railroad. Distributing center for a very wide area. Manufactures include freight and passenger elevators, candy, lubricating greases, agricultural implements, plumbers and machinists' tools, carriages, photographic paper and duplicating instruments, bee hives, milling machinery, galvanized iron cornices, roofing and specialties, pasteurizers, iron and brass specialties and Slack remedies, with an annual output of \$35,000,000.00. Live stock handled extensively and has 8 grain elevators with a capacity of 6,000,000 bushels, also railroad repair shops and round houses. Home of the State Institute for the deaf and dumb. The State Fruit Experiment Station.

FREIE PRESSE—Every Friday. German-Independent. Established 1874. Freie Presse Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 6,800; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 28 cts. an inch; 13 consecutive insertions, or 500 inches within one year, 25 cts.; 26 insertions or 1,000 inches, 23 cts.; 52 insertions or 2,000 inches, 20 cts. an inch. Reading notices, 10 cts. a line.

See advertisement on page 510.

NATIONAL HORTICULTURIST—Monthly (20th). Horticulture. Established 1909. National Horticultural Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 24 pages and cover, 4 columns; length of columns, 11¾ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; per page, \$10. Special rates for cover pages. Discount, 2, 3 and 5% on 3, 6 and 12 months, respectively.

NONPAREIL—Every morning except Monday, and every evening except Sunday. Republican. Established 1857. New Nonpareil Co., publishers. Subscription, \$4; claimed average circulation for six months ending March 31, 1914, 15,879* net paid; daily, 10 and 24 pages; Sunday, 12 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, morning and evening edition combined, or Sunday, agate, 6 cts. a line; 1,000 lines, 5 cts. a line; 3,000 lines, 4 cts.; 5,000 lines, 3 cts.; 7,000 lines, 2½ cts. a line. Special position, 25 to 50% extra. Classified, 1c. a word. Reading notices, 15 cts. per count line.

IOWA

DAVENPORT—Population 43,028. On Mississippi River, Hennepin Canal (the all water route to the great lakes), 4 railroads, and three interurban lines. Surrounded by the richest farming community in the Mississippi Valley. Ships grain extensively. Manufactures include steel freight cars, locomotives, railroad section cars, flour mills, oatmeal mill, foundries and machine shops, agricultural implements and washing machines. Academy of Science and Soldiers' Orphans Home located here. Annual value of manufactured products, \$30,000,000.00. Bank clearings during the year 1913, \$90,499,000.05.

CATHOLIC MESSENGER—Every Thursday. Catholic. Established 1882. Fred B. Sharon, publisher. Subscription, \$2; sworn average circulation for nine months ending Sept. 15, 1914, 6,941*; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 1 inch, 40 cts.; 250 in., within one year, 36 cts.; 500 in., 32 cts.; 750 in., 28 cts.; 1,000 in. or more, 25 cts. an inch. Reading notices, 10 cts. per count line; pure reading, 50% additional.

DEMOCRAT AND LEADER—Every evening except Saturday and Sunday evening. **SUNDAY MORNING**. Independent Democratic. Established 1855. Democrat Co., publishers. Subscription, daily, \$5; sworn average circulation for year 1913, daily and Sunday, 21,600* net; daily, 12 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 4 cts. a line, flat. Preferred position, 25% extra. Classified, 1c. a word. Reading notices, 15 cts. per count line; telegraphic readers, 25% extra; on first page, 50 cts. per count line.

DEMOKRAT—Every morning except Monday. **SEMI-WEEKLY**, Wednesday and Saturday and **WEEKLY**, Thursday. German. Democratic. Established 1851. H. Lischer Printing Co., publishers. Subscription, daily, by mail, \$2; by carrier, \$5; Semi-Weekly, \$2; Weekly, \$2; claimed average circulation for 1913, daily, 4,212; **SEMI-WEEKLY**, 4,103; **WEEKLY**, 12,284; daily, 6 to 12 pages, **SEMI-WEEKLY**, 8 to 12 pages; **WEEKLY**, 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, transient 50 cts. an inch; 100 in., 40 cts.; on contract, 35 cts.; 100 in., 30 cts.; 200 in., 25 cts.; 1,000 in., 20 cts.; 2,000 in., 17½ cts. an inch.

TIMES—Every evening except Sunday. Independent Republican. Established 1886. E. P. Adler, publisher. Subscription, \$5; sworn detailed average circulation for year 1913, 23,115*; for four months ending April 30, 1914, 24,795*; 14 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 49 cts. an inch, flat; with position, 56 cts. Classified, 1c. per word. Reading notices, 15 cts. a count line.

IOWA

DECORAH—Population 3,592. 2 railroads. In the center of excellent farming and stock raising region, with fine trade in thoroughbred horses. Industries include scale works, valve works, creamery, manufacturers toilet articles, also carriage shops. Bank deposits during year 1913, \$2,920,000.00.

EVANGELISCHE LUTHERESK KIRKE-TIDENTE—Every Wednesday. Norwegian. Lutheran. Established 1855. Lutheran Publishing House, publishers. Subscription, \$1; circulation—not given by publisher; 24 pages, 1 column; length of columns, 8 in.; width, 4 in.

Advertising rates, \$2 an inch; \$80 an inch per year.

POSTEN OG VED ARREN—In two parts. Tuesdays and Fridays. Norwegian-Danish. Established 1874. B. Anundsen Publishing Co., publishers. Subscription, \$1.25. Sworn detailed average circulation for year 1913, 39,271* net; 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, \$1.50 per inch, flat. Reading notices, long primer, \$2 per inch. Preferred position, 15% extra.

DES MOINES—Population 86,368. 19 radiating lines of railway. Jobbing center of the state. An Insurance center, there being 39 home companies, with more than 4,000 employees. Large coal deposits in immediate vicinity. Manufactures include agricultural implements, white bronze, carriages, brick and mining machinery, packing house products, hosiery, paving and building brick, cement, sewer pipe, tile, flour milling, caskets, lightning rods, furnaces, brooms, suspenders and gloves. Extensive insurance business. Seat of Still College of Osteopathy, Highland Park College, Des Moines College, Grandview Danish College and Drake University. Annual value of manufactured products, \$42,000,000.00. Bank clearings during year 1913, \$312,000,000.00.

AUTO NEWS—Monthly (1st). Motoring. Established 1911. D. H. Caldwell, publisher. Subscription, \$1; claimed average circulation for 1913, 8,800; 28 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices.

Advertising rates, ¼ page, \$9; ½ page, \$15; ¾ page, \$22; 1 page, \$27.50; 1 page, \$50; with discounts for 3, 6, 9 and 12 insertions. Readers, 30 cts. per line. Classified, 20 cts. per line.

CAPITAL—Every evening except Sunday. Republican. Established 1882. Lafayette Young, publisher. Subscription, \$3; sworn average circulation for year ending May, 1914, 45,977*; 8 to 28 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line, flat. Preferred position, 1, 3 or 6 cts. a line ad-

IOWA

ditional. Classified, 7 cts. a line. Reading notices, 50 cts. a count line; first page, \$1 a line.

GOLDEN EGG—Monthly (5th). Poultry. Established 1911. Interstate Publishing Co., publishers; claimed average circulation for 1913, 18,000; 32 to 48 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding.

Advertising rates, 12 cts. a line, with a discount of 10% on 1,260 lines or more within one year.

IOWA FARMER—Semi-monthly (1st and 15th). Agricultural. Established 1856. The Iowa Farmer Publishing Co., publishers. Subscription, 50 cts.; detailed average circulation for year 1913, 70,584*; 24 to 40 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices. Forms close 25th of preceding and 10th of month of issue. Office, 517 Third Street.

Advertising rates, agate, 30 cts. a line, flat. Reading notices, 35 cts. a line.

IOWA HOMESTEAD—Every Thursday. Live Stock and Agricultural. Established 1855. J. M. Pierce, publisher. Subscription, \$1; detailed and guaranteed average circulation for 1914-15, 140,000; 32 to 84 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close Thursday preceding.

Advertising rates, agate, 60 cts. a line; preferred position, 12½ and 25% extra. Reading notices, nonpareil, 90 cts. per count line; special display rate in combination with Farmer and Stockman (Kansas City, Mo.), and Wisconsin Farmer (Madison, Wis.), \$1.25 a line; with Farmer and Stockman, \$1; with Wisconsin Farmer, 85 cts. a line.

See advertisement on page 476.

LOYAL WORKMAN—Monthly (1st). Fraternal—A. O. U. W. Established 1886. Bishard Bros. Printing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 17,000; 32 pages, 2 columns; length of columns, 8 in.; width, 3 in. Can use matrices. Forms close 5th of month preceding. Office, 912 Hubbell Building.

Advertising rates, full page, \$15; on contract, 6 months, \$9.16%; 12 months, \$8.33¼ each insertion; ½ or ¼ page pro rata.

MERCHANTS' TRADE JOURNAL—Monthly. Trade. Established 1903; sworn average circulation for 14 months ending May, 1914, 53,122; 64 to 90 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10th, 15th and 20th preceding month. Office, 7th Street and Grand Avenue.

Advertising rates, agate, \$5 an inch; 1/12 page (35 lines), \$12.50; ¼ page, \$25; ½ page, \$37.50; ¾ page, \$50; 1 page, \$75; one page, \$150, with time discounts.

MIDWESTERN—Monthly (15th). Literary. Established 1906. Greater Des Moines Pub-

IOWA

lishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 100 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Forms close 1st. Office, Good Block.

Advertising rates, \$4 an inch; full page (668 lines), \$100; ½ page, \$50; ¼ page, \$30; ⅓ page, \$20, with discounts of 5 or 10% on 6 or 12 insertions or 10% on 3 pages within one year.

NATIONAL DEMOCRAT—Weekly. Democratic. Established 1899. Wm. A. Hutton, publisher; average circulation for year 1913, 5,200; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Cannot use matrices. Office, 200-2-4 Walnut St.

Advertising rates, 25 cts. an inch.

NEWS—Every evening except Sunday, and SUNDAY MORNING. Independent. Established, daily, 1881. Des Moines Daily News Co., publishers. Subscription, \$2; sworn detailed average circulation for year 1913, daily, 41,997*; Saturday issue, 32,555*; Sunday, 35,689*; 8 to 16 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 211 West 7th Street.

Advertising rates, agate, 6 cts. a line. Full position, 7 cts. a line; 2,500 lines, on yearly contract, 5½ cts. a line; full position, 6½ cts.; 5,000 lines or more, 5 cts. a line; full position, 6 cts. a line. Reading notices, 25 cts. a line. Classified, 1c. per word. Reports, publishers, schools and colleges, 5 cts. per line.

PEOPLE'S POPULAR MONTHLY—Family. Established 1896. People's Monthly Co., publishers. Subscription, 25 cts.; guaranteed average circulation for 1912-13, exceeding 530,000; beginning with October 1914, guarantee, 750,000; 32 to 40 pages, 4 columns; length of columns, 13 9/16 in.; width, 2¼ in. Forms close 20th preceding month. Can use matrices. Office, Second and Center Streets.

Advertising rates, agate, \$3 a line; full page, (760 lines), \$1,824.

See advertisement on inside back cover page.

POSTEN—Every Friday. Swedish. Independent. Republican. Established 1903. Skandia Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 504-506 E. Locust Street.

Advertising rates, 40 and 50 cts. an inch, according to space and time.

PRODUCER AND CONSUMER—Monthly (15th). Agricultural. Mail Order. Established 1909. Wm. Wilkinson, publisher. Subscription, \$1; detailed average circulation for 1913, net 63,000*; 24 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in.

IOWA

Can use matrices. Forms close 20th of preceding month. Office, 211 Davidson Bldg.

Advertising rates, agate, 30 cts. a line, flat. Classified (minimum \$1), 25 cts. a line.

REGISTER AND LEADER—Every morning, including SUNDAY. Independent Republican. Established 1849. Gardner Cowles, publisher. Subscription, \$6; sworn detailed average circulation for year ending March, 1914, daily including evening Tribune, 63,088* net paid; Sunday, 44,510* net paid; daily, 10 to 16 pages; Sunday, 50 to 66 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, including Evening Tribune, 8 cts. a line; Sunday, 8 cts. a line; in combination with Evening Tribune, 10 cts. a line; full position, 25% extra. Classified, 9 cts.; three times, 8 cts.; 7 times or more, 7 cts. a line each insertion; monthly rate, morning, evening and Sunday, \$2 a line. Sunday Magazine section, 12 cts. a line. Pure reading notices, 50 cts. a line; readers under business locals, 35 cts. a line.

ROAD MAKER—Monthly (1st). Good Roads—Highway official. Established 1912. Roadmaker Co., (Inc.), publishers. Subscription, \$1; claimed average circulation for year 1913, 24,800; 24 to 30 pages, 4 columns, length of columns, 12½ in.; width, 2¼ in. Can not use matrices. Forms close 10th and 20th of month preceding. Office Observatory Building.

Advertising rates, \$2.80 an inch; full page, (672 lines), \$107.52; ½ page, \$57.12; ¼ page, \$30.24; ⅓ page, \$15.96; ⅕ page \$8.40; less discount of 5, 10, 15, or 20% on contract for 3, 6, 9, or 12 times. Covers in color upon application. Classified, 3 cts. per word.

SPIRIT OF THE WEST—Every Wednesday. Horse breeding industry. Established 1890. P. S. Kell, publisher. Subscription, \$1; claimed average circulation for year 1913, 5,000; 16 to 24 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, Observatory Building.

Advertising rates, \$1 an inch; one month, \$3.50; three months (13 times), \$15; six months, \$25; one year, \$40.

STAATS ANZEIGER—Every Thursday. German. Independent. Established 1869. Iowa Staats Anzeiger Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 6,600; 12 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Office, 226 Third Street.

Advertising rates, 35 cts. an inch, with discounts.

SUCCESSFUL FARMING—Monthly. Agricultural. Established 1902. E. T. Meredith, publisher. Subscription, 25 cts.; guaranteed average circulation for year 1914-5, exceed-

IOWA

ing 700,000; 48 to 124 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Forms close 20th preceding month. Office, 17th and Locust Streets.

Advertising rates, agate, \$3.50 a line, flat. Demand position, 10%; two colors (red and black), 10%; or both, position and color, 15% extra. Reading notices, double display rate.

See advertisement on page 491.

TRIBUNE—Every evening except Sunday. Independent Republican. Established 1907. Gardner Cowles, publisher. Subscription, \$3; circulation included in statement of Register and Leader; 12 to 22 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, included with Register and Leader.

WALLACE'S FARMER—Every Friday. Agricultural. Established 1874. Wallace Publishing Co., publishers. Subscription, \$1; sworn average circulation for 1913, 74,900*; 20 to 56 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Office, 11th and Walnut Streets.

Advertising rates, 40 cts. per agate line. Minimum space, 3 lines.

WESTERN WORLD—Every Thursday. Catholic. Established 1902. W. A. Halloran, publisher. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 18 in.; width, 2¼ in. Can use matrices. Office, 411 Fourth Avenue.

Advertising rates, 75 cts. an inch; one month, \$2; three months, \$4.50; six months, \$7.50; one year, \$13.50. Reading notices, 15 cts. a line.

YEOMAN'S SHIELD—Monthly. Literary and Fraternal. Established 1897. H. C. Evans, editor. Subscription, 50 cts.; claimed average circulation for year 1913, 200,000; 20 pages, 3 columns; length of columns, 13 in.; width, 17 ems. Forms close 18th preceding month.

Advertising rates, agate, 60 cts. a line, flat. Reading notices, 80 cts. a line.

DUBUQUE—Population 38,494. Principal steamboat center on Upper Mississippi, with shipbuilding factories, boat ways, harbor, etc. 4 railroads. Center of rich, thickly settled farming section. Leading manufacturing city of Iowa, railroad shops, iron trade, lumber, clothing, shoe, overall, sash and door factories, etc. Is the seat of many Catholic Schools and Institutions. Annual value of manufactured products, \$30,000,000.00. Bank clearings during the year 1912, \$80,000,000.00.

CATHOLIC TRIBUNE—Every Thursday. English Catholic. Established 1889. **KATHOLISCHER WESTEN**—Every Thursday.

IOWA

German Catholic. Established 1875. LUXEMBURGER GAZETTE—Every Thursday. German Catholic. Established 1871. Catholic Printing Company, publishers. Subscription, each publication, \$2; claimed combined average circulation for year ending May, 1914, 39,495 net; either publication, 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, covering all three publications, \$1.50 an inch; 100 in., \$1.35; 200 in., \$1.20; 400 in., \$1.10; 600 or more in., \$1 an inch. Reading notices, 35 cts. a line.

KATHOLISCHER WESTEN—See Catholic Tribune.

LUXEMBURGER GAZETTE—See Catholic Tribune.

TELEGRAPH-HERALD—Every evening except Sunday, and every morning except Monday, **SUNDAY MORNING TELEGRAPH-HERALD**, Sundays, and **SEMI-WEEKLY**, Tuesdays and Fridays. Independent Democratic. Established 1836. The Telegraph-Herald Co., publishers. Subscription, evening, \$3; Sunday, \$1.50; Semi-weekly, \$1; sworn average circulation for six months ending June 1914, 13,118*; semi-weekly, 9,558*; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, morning and evening, or Sunday, 44 cts. an inch; over 100 in., 28 cts. an inch; preferred position, 10 and 25% extra. Reading notices, 20 cts. a line. Classified, 1c. a word. Semi-weekly, display, 50 cts. an inch. Classified, 1c. a word. Reading notices, 20 cts. a line.

TIMES JOURNAL—Every evening and morning except Sunday evening and Monday morning. Republican. Established 1856. Smith-Morgan Printing Co., publishers. Subscription, daily, \$5.50; sworn detailed average circulation for year ending May 1, 1914, daily, 11,982*, Sunday, 14,232*; daily, 10 to 16 pages; Sunday, 24 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, all editions, 42 cts. an inch; 200 in., 38 cts.; 300 or more, 35 cts. Classified, 1c. per word. Reading notices, 20 cts. per line; 100 lines, 18 cts.; 500 lines, 15 cts.; 1,000 lines or more, 12½ cts.

See advertisement on page 512.

FORT DODGE—Population 15,543. On Des Moines River and 4 railroads. Coal in the vicinity with quarries of gypsum building stone. A railroad and automobile center for trade throughout northwestern Iowa. Industries include machine shops, packing house, butter tub, tile, brick and sewer pipe factories, stucco and plaster works, or 115 plants in all, with a monthly average payroll of \$209,500.00. One of the largest and best hospitals in the State is located here. Annual value of manufactured products, \$2,000,000.00. Bank deposits during year

IOWA

1913, \$5,491,128.76. Improvements during 1913, \$1,629,365.00.

MESSENGER—Every evening except Sunday. Republican. Established 1864. Messenger Printing Co., publishers. Subscription, \$5; sworn average, detailed circulation for year 1913, 5,513*; 7 columns, to page; 22 in. in length; 2½ in. in width.

Advertising rates, single insertion, 25 cts. an inch; on contract, 20 cts. an inch; full position, 25 cts. an inch. Reading notices, 10 cts. a line; on contract, 500 lines or more, 5 cts. a line. Classified, 1c. a word.

KEOKUK—Population 14,008. On Mississippi River and 4 railroads. Electrical power plant costing approximately twenty-seven millions, with 300,000 horse power available. Has extensive river trade. Industries include starch, shoe, ice and canning factories; rolled oat, flour and planing mills; blasting powder, office fixture, egg, butter and poultry packing plants; foundry and machine shops. Annual value of manufactured products, approximately, \$25,000,000.00.

CONSTITUTION - DEMOCRAT—Every evening except Sunday. Democratic. Established 1847. C. E. Warwick, publisher. Subscription, \$5.20; sworn average circulation for year 1913, 5,590*; 8 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in.

Advertising rates, 100 in., 20 cts. an in.; over 250 in., 14 cts. an in. Composition, 5 cts. an inch additional. Preferred position, 10 and 20% extra. Classified, 1c. a word. Local notices, 20 cts. a line; ordinary reading notices, 60 cts. an inch; on contracts, 300 in. or more, 20 cts. an inch.

See advertisement on page 476.

GATE CITY—Every evening except Saturday, and SUNDAY MORNING. Republican. Established 1846. Gate City Co., publishers. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 6,097* net paid; 8 to 16 pages; length of columns, 19¾ in.; width, 2½ in.

Advertising rates, daily, agate, 25 cts. an in.; contract rate, over 500 in., 15 cts. an inch; full position, 25% extra. Composition, 5 cts. an inch extra. Locals, 20 cts. a line. Classified ads., 1c. a word.

LAMONI—Population 1,541. On C. B. & Q. R. R. In the center of excellent live stock and grain growing district. Industries confined largely to publishing house and printing business of the Latter Day Saints. Annual value of manufactured products, \$50,000.00.

SAINTS-HERALD—Weekly (Wednesday). Religious. Established 1860. Herald Publishing House, publishers. Subscription, \$1.50; claimed circulation for year 1913, 7,200; 24

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pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Cannot use matrices.

Advertising rates, nonpareil, 4½ cts. a line; 1,000 lines, on yearly contract, 4 cts.; 1,500 lines, 3½ cts. a line.

MARSHALTOWN—Population 13,374. 3 railroads. Grain shipped extensively. Industries include the manufacture and distribution of clay products, engines and machinery and furnaces, or fifty manufacturing plants in all. Also has large pork packing and clay industries. Annual income from the various industries, \$10,000,000.00. Four banks with deposits exceeding \$5,000,000.00. Bank clearings during year 1913, \$30,000,000.00.

AMERICAN MUNICIPALITIES—Monthly (1st). Municipal Government. Established 1900. Municipal Publishing Co., publishers. Subscription \$2; detailed average circulation July 20, 1914, 5,706*; 10 pages, 2 columns; length of columns, 9 in.; width, 3 in. Cannot use matrices. Forms close 15th of preceding month.

Advertising rates, full page, \$30; ½ page, \$16; ¼ page, \$9, with discounts on yearly contracts. Reading matter 50 cts. a line.

See advertisement on page 457.

TIMES-REPUBLICAN—Every evening except Sunday. Republican. Established 1856. Times-Republican Printing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April 1914, 14,283* net paid; 8 to 16 pages, 7 columns; length of columns, 21¼ in.; width 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 100 in. or more, 30 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c. a word.

MASON CITY—Population 11,230. On five trunk lines of railway, being a division point of the C. M. & St. P. and the Chicago and Northwestern, employing more than 1,000 men with a monthly payroll exceeding, \$40,000. Also has a well equipped street railway system and an interurban line running to Clear Lake, a summer resort of 2,500 people. Is in the center of a rich farming community; said to be the largest drain tile center in the world. Other industries are: cement and brick works; packing house; stone quarries; office and store fixture factory, or more than sixty manufacturing plants in all, having more than 3,000 employees with an annual payroll exceeding \$2,500,000.00. Iowa Odd Fellows' Orphans' Home and Old Folks' Home are located here.

GLOBE GAZETTE—Every Evening except Sunday. Republican. Established 1893. Globe-Gazette Printing Co., publishers. Subscription, \$3; sworn average circulation for six months ending March 1914, 4,976* net paid;

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8 to 16 pages; 7 columns, length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; on yearly contract 1000 or more inches, 17½ cts. an inch. Composition, 4 cts. an inch additional. Special position, 2 or 3 cts. extra. Reading matter, 10 cts. a line. Classified, 1 ct. per word first insertion, ½ c. per word thereafter.

MOUNT VERNON—Population 1,532. On C. & N. W. R. R. In center of farming community. Seat of Cornell College (Methodist).

FRUITMAN AND GARDENER—Monthly. Horticultural. Established 1897. Fruitman and Gardener (Inc.), publishers. Subscription, 50 cts.; detailed average circulation June 1st, 1914, 48,844*: 20 to 56 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, 25 cts. a line, flat.

MUSCATINE—Population 16,178. On Mississippi River and 4 railroads. Is the center of an intensive farming community, raising melons, sweet potatoes and cabbage most extensively, and here is located the largest (excepting Pittsburg) of the Heinz' farms and pickling plants. Manufactures include sash and door, planing and saw mills, jewelry, novelties, pearl buttons, terra cotta and canning factories. Potteries and brick works. Annual value of manufactured products, \$1,000,000.00. Bank deposits during year 1913, \$7,000,000.00.

JOURNAL—Every evening except Sunday Republican. Established 1840. Frank D. Throop, publisher. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 7,042* net paid; 10 to 12 pages; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. an inch, with position, 25 cts. an inch. Classified, ½ c. a word. Reading notices, 10 cts. per count line.

NEVADA—Population 2,138. Located on C. & N. W. and C. R. I. & Pac. Railways. A stock and other farm products shipping center. Chief industries consist of farm implement, hot air furnaces, tile and cement works, candy factories and flour mills. Annual value of manufactured products, \$325,000.00. Bank clearings for year 1913, \$1,500,000.00.

PROFITABLE BREEDING AND FARMING—Monthly (1st). Agricultural and Stock. Established 1911. Profitable Breeding and Farming Company, publishers. Subscription 50 cts.; claimed average circulation for year 1913, 4,000; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Forms close 20th.

Advertising rates, agate, 10 cts. a line, flat. Classified, 3 cts. per word.

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OTTUMWA—Population 22,012. 4 railroads. Center of Iowa Coal Fields and a most important trade and manufacturing center of Southern Iowa. Industries include cigar factories, agricultural implements, iron drill, machine, mining machinery, boiler and stove works, hay machinery and iron works, foundries, planing mills, electrical machinery, candy, canning, overall, cigar and many smaller factories, also large pork and beef packing house. Municipally owned water power. Annual value of manufactured products, \$19,000,000.00. Bank clearings during the year 1913, \$42,000,000.00.

COURIER—Every evening except Sunday, and TRI-WEEKLY. Tuesdays, Thursdays and Saturdays. Republican. Established 1848. Courier Printing Co., proprietors. James F. Powell, publisher. Subscription, daily, \$6; Tri-Weekly, \$1.50; sworn average circulation for six months prior to April 1914, 8,848* net paid; Tri-Weekly, 4,000; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 24 cts. an inch, flat; with position, 28 cts. an inch. Classified, ½ c. a word each time. Reading notices, 10 cts. per count line. Tri-Weekly, 18 cts. an inch; with position, 21 cts.

PELLA—Population 3,021. C. R. I. & P. Ry. In center of agricultural community. Manufactures include brick, tile and tile ditching machines, straw stackers, feeders and wagons. Seat of Central University of Iowa.

BAPTIST RECORD—Every Thursday. Baptist. Established 1899. Sadler Bros. & Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, agate, 4 cts. a line.

SIOUX City—Population 47,828. On Missouri River and 6 railroads. Distributing and jobbing center for vast territory including the most fertile agricultural and stock raising land. Manufactures include boiler works, linseed oil mills, electrical and brass works, breweries, cement, gas engine, cement machinery, galvanized tank and barrel works, soap factory, vinegar and pickling works; sash and door and fountain pen factory, planing mills, flour mills, paving brick, sewer pipe works, potteries, glove and men's garment, candy and cracker factories; also extensive pork packing trade. Seat of Morningside College, also Franciscan College for boys. Post Office receipts, 1913, \$347,960.92. Live stock receipts, 1913, \$53,000,000.00. Annual value of manufactured products, \$37,424,000.00. Bank clearings during year 1913, \$176,922,651.00.

FARMER AND BREEDER—Every Thursday. Live Stock and Agricultural. Estab-

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lished 1878. Farmer & Breeder Co., publishers. Subscription, \$1; sworn average circulation for nine months ending April 30, 1914, 61,048* net; 16 to 48 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close Friday morning preceding.

Advertising rates, agate, 30 cts. a line flat. Classified, 4 cts. per word.

JOURNAL—Every morning including SUNDAY and every evening except Sunday. Republican. Established 1870. Perkins Bros. Co., proprietors. Subscription, morning, \$3; evening, \$2; Sunday, \$1.50; sworn detailed average circulation for year 1913, 43,393* net paid; 10 to 36 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday (all editions), 6 cts. a line; 1,000 lines within one year, 5½ cts.; 2,000 lines, 5 cts. a line; preferred position, 5, 15 and 25% extra. Reading notices, 15 cts. per count line; pure reading, 30 cts. a line; telegraphic reading, 50 cts. a line. Classified (minimum 10 cts.), 1c. a word, by the month, \$1.25 a line. Schools, resorts, subscribers and mail order, 5 cts. per agate line, flat.

LIVE STOCK RECORD—Every evening except Sunday. Live Stock. Established 1901. Record publishing Co., publishers. Subscription, \$3; circulation—not given by publisher, 00 pages, 7 columns, length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 306 Pierce Street.

Advertising rates, agate, 2 cts. a line, 5,000 lines within one year, 1½ cts. a line.

NEWS—Every evening except Sunday. Independent. Established 1906. The Sioux City News Co., publishers. Claimed average circulation for 1913, 15,631; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line, flat; position rate, 25% extra. Reading notices, 25 cts. a count line; telegraphic readers, 60 cts. a count line. Business locals, 25 cts. a line. Classified, 1c. a word; \$1 a line per month.

SVENSKA MONITÖREN—Every Friday. Swedish. Republican. Established 1895. Otto E. Jacobson, publisher. Subscription, \$1; claimed average circulation for year 1913, 6,000; 8 pages, 6 columns; length of columns; length of columns, 20 in.; width, 2½ in.

Advertising rates on application.

TRIBUNE—Every evening except Sunday. Independent. Established 1884. The Tribune Co. (Incorp.), publishers. Subscription, \$3; sworn average circulation for six months prior to April 1914, 43,930* net; 10 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 6 cts. a line; 2,000 lines or more, 5 cts. a line. Preferred position, 15

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and 25% extra. Local notices, body type, 25 cts. a line; telegraphic readers, 50 cts. a line. Classified, 1c. a word.

STORY CITY—Population 1,387. 2 railroads. Excellent grain raising section. Industries include creamery, sorghum mills, butter tub factories and cement products.

VISERGUTTEN—Every Thursday. Norwegian-Danish. Republican. Established 1894. G. Amlund, publisher. Subscription, \$1; claimed average circulation for year 1913, 13,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 50 cts. an inch.

TRAEER—Population 1,373. 2 railroads. A most fertile agricultural section devoted principally to the raising of fine breeds of imported cattle and horses.

FARM AND REAL ESTATE JOURNAL—Monthly. Agricultural and Real Estate. Established 1896. Charles Wood & Son, publishers. Subscription, 40 cts.; claimed average circulation for year ending April, 1914, 67,500; 24 to 32 pages, 3 columns; length of columns, 9 in.; width, 2½ in.

Advertising rates, 15 cts. a line. Classified, 2 cts. per word.

VINTON—Population, 3,336. On Chicago, R. I. & Pac. Railroad. Located in a thriving agricultural and stock raising section. Other industries are steel; brick and tile works; canning, pearl button and bicycle factories. Iowa College for the Blind is located here.

BENTON COUNTY TIMES—Semi-Weekly. Tuesday and Friday. Democratic. Established 1886. Henry G. Kruse, editor and publisher. Subscription, \$1; sworn average circulation for six months ending May 1914, 4,850* net; 8 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; over 200 in. on yearly contract, 18 cts. an in.

WATERLOO—Population 26,693. On Cedar River and 4 railroads. In the center of a fertile farming section; great dairy center; has fine water power. Industries numbering more than 100, giving employment to more than 7,000 persons and producing more than 2,800 different articles including electric light works, gasoline engines, cream separators, refrigerators, bank and store fixtures, blank books, cement block and cement block machinery; automobile and farm implements factories, cooper shops and flour mills; also Illinois Central railway repair shops, employing 1,100 men with a monthly payroll of \$95,000.00. Handles 70,000 carloads freight together with a jobbing trade amounting to \$10,000,000.00 annually. Post-Office receipts

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in 1913, \$237,373.00. Annual value of manufactured products, approximately, \$20,000,000.00. Bank clearings during year 1913, \$81,991,887.72.

CORN—Monthly (1st). Corn culture. Established 1912. Corn Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation from 1913, 100,000; 16 to 32 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close 20th of preceding month.

Advertising rates, 40 cts. a line; full page (728 lines), \$250. Classified (no display), 5 cts. per word.

COURIER AND REPORTER—Every evening except Sunday. Republican. Established 1858. W. H. Hartman Co., publishers. Subscription, \$6; sworn average circulation for six months ending July 31, 1914, 14,385*; 12 to 18 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate 35 cts. an inch, flat. Full position, 10% extra. Classified, 1c. per word. Reading notices, 14 cts. a line; 500 lines on yearly contract 12 cts. a line; first page readers, 35 cts. a line.

CREAMERY JOURNAL — Semi-monthly. (1st and 15th). Trade. Established 1890. Subscription, \$1; claimed circulation for year 1913, 5,132; 24 pages, 3 columns; length of columns, 10¼ in.; width, 2½ in.

Advertising rates, \$1.50 an inch; \$1.25 an inch if advertisements appear twice each month.

EGG REPORTER—18 times a year. Egg trade. Established 1893. Subscription, \$1.50; claimed average circulation for year 1913, 5,640; 68 to 100 pages, 2 columns; length

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of columns, 7 in.; width, 1¼ in. Forms close 20th preceding month.

Advertising rates, one inch, \$4; two in., \$6.50; ¼ page, \$8.50; ½ page, \$12; one page, \$17.50. Reading notices, 40 cts. a line. Classified, 5 cts. per word.

KIMBALL'S DAIRY FARMER—Semi-monthly (1st and 15th). Dairy. Agricultural. Established 1903. Subscription, \$1; detailed average circulation for 1913, 110,242*; 32 to 64 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close 5th and 20th of each month.

Advertising rates, agate, 50 cts. a line, flat; full page, \$300; inside cover, \$325; back cover (in colors), \$350.

MILK TRADE JOURNAL — Monthly (10th). Established 1913. Fred L. Kimball Co., publishers. Subscription, \$1; claimed average circulation for 1913, 5,000; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close 5th.

Advertising rates, \$1.50 an inch; full page (30 in.), \$30; ½ page, \$18; cover page, \$35. Classified, 3 cts. per word.

TIMES-TRIBUNE—Every morning except Monday. Independent. Established 1871. Waterloo Times-Tribune Publishing Co. (Inc.), publishers. Subscription, \$5.20; sworn average circulation for six months prior to April, 1914, 7,021* net paid; 8 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; full position, 36 cts.; 100 inches, 28 or 33¼ cts.; 350 inches or more, 21 or 25 cts. an inch. Sunday, alone, 35 cts. an inch. Classified, 1c. per word.

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ATCHISON—Population 16,429. On Missouri River and 4 railroads. Leading commercial city of the state, enjoying an extensive export trade in flour, live stock and grain as well as lumber. A number of large flour mills and other manufacturing establishments.

CHAMPION—Every morning except Monday, including SUNDAY. Independent Republican. Established 1858. E. C. Pulliam, editor and publisher. Subscription, \$5; sworn average circulation for six months prior to April 1, 1914, 4,119* net paid; 6 to 14 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; 300 in., 18 cts.; 500 in., 16 cts.; 1,000 in., 14 cts. an inch. Readers, 10 cts. per line. Classified,

½c. per word first insertion and ¼c. for additional insertions.

GLOBE—Every evening except Sunday. Independent. Established 1878. Globe Publishing Co., publishers. Subscription, daily, \$5.20; sworn average circulation for six months prior to April, 1914, 6,669* net paid; 8 to 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; yearly contracts, 1,000 lines, 2 cts.; 2,000 lines or more, 1½ cts. a line; first page, double rates; top position, 25%; full position, 15% extra. Reading notices, 10 cts. a line; pure readers, body type (8 point), 25 cts. a line; telegraphic readers, 35 cts. a line. Classified, 1c. a word.

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MIDWEST MOOSE REVIEW—Monthly. Fraternal. Established August, 1912. Midwest Review Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 28 pages, 3 columns; length of columns, 9 in.; width, 2½ in.

Advertising rates, agate, 16 cts. a line; on contract, 1,125 lines, 14 cts.; 2,250 lines, 12 cts.; 4,500 lines, 10 cts. a line. 10% discount on stereotyped copy. Pure reading matter, 40 cts. a line.

GIRARD—Population 2,446. 3 railroads. In center of agricultural region. Coal mining also extensively carried on; has creameries, canning factory, stove and zinc smelter.

APPEAL TO REASON—Every Saturday. Socialistic. Established 1895. Fred D. Warren, publisher. Subscription, 50 cts.; sworn detailed average circulation for year ending April 30, 1914, 559,225*; 4 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Forms close 12 days in advance. Can use matrices.

Advertising rates, \$1.20 per agate line. See advertisement on page 496.

HUTCHINSON—Population 16,364. On Arkansas River and 3 railroads. Distributing point for central and southwestern Kansas. Large export trade in grain, flour, live stock; also an extensive lumber trade and likewise has flour mills, soda ash plant, strawboard, automobile and canning factories, alfalfa meal mill; vein of rock salt 300 feet depth with a production of 5,700 barrels daily. Seat of State Industrial Reformatory.

GAZETTE—Every morning except Monday. Independent Democratic. Established 1908. John Roy O'Connor, publisher. Subscription by mail, \$3; sworn average circulation for six months prior to April, 1914, 8,563* net paid; 8 to 20 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, 35 cts. an inch; 26 times, 28 cts.; 52 times or 100 in., 25 cts.; 104 times or 250 in., 22 cts.; 156 times or 500 in., 20 cts. an inch. Position, next to reading, 15% extra. Mail order copy, 20 cts. an inch, flat. Reading notices, 15 cts. a line. Classified, 1c. per word.

NEWS—Every evening except Sunday. Republican. Established 1872. The News Co., publishers. Subscription by mail, \$3; sworn detailed average circulation for 1913, 8,619*; 10 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; one month, 30 cts. per inch, per time; three months, 28 cts.; six months, 26 cts.; one year, 25 cts. an inch, per time; e. o. d., 25% extra; 2 times a week, 33½%. Open space,

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within one year, 100 in., 35 cts. an inch; 250 in., 30 cts.; 500 in., 28 cts.; 1,000 in. or more, 25 cts. an inch; preferred position, 15 and 25% extra. Pure reading notices, 20 cts. a line; first page, 40 cts. a line; ordinary readers, 10 and 20 cts. a line. Classified, 1c. a word (minimum charge, 25 cts.).

KANSAS CITY—Population 82,331. On Missouri River, adjacent to Kansas City, Mo. Great live stock market and meat packing center. Has planing and flour mills, oil tank, box and basket, cement and wagon factories and car and repair shops of several railroads. Coal and natural gas in vicinity. Kansas State Institution for the Blind located here. Annual value of manufactured products, \$175,000,000.00.

BOILERMAKERS JOURNAL—Monthly (1st). Labor. Established 1888. Int. Bro. Boilermakers, Iron Ship Bldrs. and Helpers of America, publishers. Subscription, \$1; sworn average circulation for year 1913, 16,750*; 80 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, 721 Minnesota Ave.

Advertising rates, full page, \$27; on three months contracts, \$23.33; six months, \$21.66; twelve months, \$20; one half page, \$15; \$13.33, \$11.66 or \$10.83; ¼ page, \$9, \$7.33, \$6.66 or \$5.83; one eighth page, \$5, \$4, \$3.66 or \$3.33. Reading notices, (nonpareil), 30 cts. a line.

COOPER'S INTERNATIONAL JOURNAL—Monthly. English and German. Labor. Established 1890. Wm. R. Deal, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 9,000; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th preceding month.

Advertising rates, agate, 6½ cts. a line; per inch, 75 cts.; ¼ page, \$4; ½ page, \$7; one page, \$10. Discount, 15% on six month, 20% on twelve month contract.

GAZETTE-GLOBE—Every evening except Sunday. Independent. Established 1885. The Gazette Publishing and Printing Co., publishers. Subscription, 3; sworn average circulation for six months prior to April, 1914, 8,195* net paid; 4 to 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch. Preferred position, 5, 10 or 15% extra. Classified, 1c. a word.

LAWRENCE—Population 12,374. On Kansas River and 4 railroads. Has largest water power plant in the state. Industries include horse collar, canning, flour, paper, piano, carriage, shirt, ice, bale tie, cooperage, brass, iron, vitrified and building

Your goods may have utility value but have no vogue—because their style, finish or performance has not been given publicity.

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brick, cigar, egg case and shipping cartoon factories; wholesale groceries and seed houses; also large nurseries. Seat of University of Kansas with 2,750 students, and Haskell Institute, the largest Indian school in the world.

JOURNAL-WORLD—Every evening except Sunday. Republican. Established 1857. The World Co., publishers. Subscription, \$1.50; sworn detailed average circulation for year 1913, 5,221*; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 15 cts. an inch, flat; next reading, 16½ cts.; full position, 18 cts.; composition, 5 cts. an inch extra. Reading matter, 10 cts. per count line for first insertion, 6 cts. a line for succeeding insertions; black lines count double. Classified, 1c a word, first insertion; ½c. each subsequent insertion (minimum charge, 25 cts.).

LEAVENWORTH—Population 19,363. On Missouri River and 7 railroads. A most important commercial center. Coal abundant. Has soap, carriage, boiler, bridge, furniture, pump, washing machine, hinge, glove and amusement device factories, milling machinery and stove works. Soldiers' Home, U. S. Infantry and Cavalry Post located here. Annual value of manufactured products, \$6,000,000.00. Bank clearings during the year 1913, \$30,000,000.00.

POST—Every evening except Sunday. Independent. Established 1905. Post Publishing Company, publishers. Subscription, \$5.40; claimed average circulation for 1913, 5,647; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, run of paper, 18 cts. an inch; full position, 22 cts. an inch, flat. Readers, first page, 25 cts. per count line; run of paper, 15 cts.; 500 lines, 10 cts.; 1,000 lines, 8 cts. per line. Classified, 5 cts. per line.

TIMES—Every morning except Monday, and WEEKLY, Thursdays. Republican. Established 1857. D. R. Anthony, Jr., manager. Subscription, daily, \$3; weekly, 25 cts.; sworn average circulation for six months prior to April 1, 1914, daily, 7,621* net paid; weekly, claimed average for year 1913, 10,000; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or weekly, 1 inch, one time, \$1, each subsequent insertion, 50 cts.; 500 in. in one year, 40 cts.; 1,000 in., 35 cts. an inch; preferred position, 25% extra. Reading notices, daily or weekly, 20 cts. a line; 1,000 lines, 12½ cts. Classified, (minimum, 4 lines), 5 cts. a line.

See advertisement on page 462.

PITTSBURGH—Population 14,755. 4 railroads. Extensive coal mines. Brick and sewer tile works, iron foundry, zinc smelters; also railway repair shops employing more than 1,500 men.

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KANSAS HEADLIGHT—Every evening except Sunday, and WEEKLY, Thursdays. Republican. Established 1884. Moore Bros., publishers. Subscription, daily, \$4; weekly, 50 cts.; sworn average circulation for year ending April, 1914, daily, 6,482*; weekly, 4,284*; daily, 8 to 16 pages; weekly, 10 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, daily or weekly, 20 cts. an inch. Reading notices, 5 cts. a line.

TOPEKA—Population 43,684. On Kansas River and four railway systems. Has extensive flour mills and packing houses, steam boiler works, chair and silo factories, linseed oil works, woolen mills, agricultural implement, pump and engine works, foundry and machine shops and car shops and general offices of Atchison, Topeka and Santa Fe R. R., employing 5,000 officials, clerks and hands generally. Seat of Washburn College and Bethany College for girls. A State Insane Asylum and State Reform School is also located here. Annual payroll of \$5,000,000.00, covering the various enterprises. Annual value of manufactured products, \$18,000,000.00. Bank clearings during year 1913, \$87,848,177.00.

CAPITAL—Every morning including SUNDAY. Republican. Established 1879. Arthur Capper, publisher. Subscription, \$4; sworn detailed average circulation for 1913, 33,445* net paid; 8 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, full position, 6 cts.; next to reading matter, 5½ cts.; run of paper, 5 cts. a line, flat. Classified, 1c. a word; per week (7 insertions), 5 cts. a word; per month (30 insertions), 20 cts. a word. Reading notices, 25 cts. a count line.

See advertisement on colored insert, between pages 476 and 477.

CAPPER'S PUBLICATIONS—

See advertisement on colored insert, between pages 476 and 477.

CAPPER'S WEEKLY—Every Saturday. Agricultural and Rural news. Established 1880. Arthur Capper, publisher. Subscription 25 cts.; sworn detailed average circulation for year 1913, 247,765*; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 50 cts. a line, flat; full page (1,960 lines), \$800. Reading notices, \$1 a line. Classified, 8 cts. per word; 4 times, 28 cts. per word.

See advertisement on colored insert, between pages 476 and 477.

FARMERS' MAIL AND BREEZE—Every Saturday. Agricultural. Established 1872. Arthur Capper, publisher. Subscription, \$1; sworn detailed average circulation for year

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1913, 105,055*; 32 to 64 pages, 4 columns; length of columns, 13 1/4 in.; width, 2 1/2 in. Can use matrices. Forms close Monday preceding.

Advertising rates, agate, 50 cts. a line; preferred position extra. Reading notices, 80 cts. a line. Classified, 5 cts. a word; 4 times, 16 cts. a word.

See advertisement on colored insert between pages 476 and 477.

HOUSEHOLD—Monthly. Literary. Established 1902. Arthur Capper, publisher. Subscription, 25 cts.; sworn detailed average circulation for 1913, 765,410* net paid; 32 pages, 4 columns; length of columns, 13 1/4 in.; width, 2 1/2 in. Can use matrices. Forms close 20th preceding month.

Advertising rates, agate, \$3 a line; 25, 20 and 15% discount on 1, 1/2 and 3/4 page spaces; back cover page, \$1,900. Reading notices, \$4.50 a line. Classified, 30 cts. per word.

See advertisement on colored insert between pages 476 and 477.

KANSAS FARMER—Every Saturday. Agricultural. Established 1863. Kansas Farmer Co., publishers. Subscription, \$1; detailed average circulation May 1, 1913, 62,627*; 24 to 48 pages, 4 columns; length of columns, 14 in.; width, 2 1/2 in. Forms close Monday noon preceding.

Advertising rates, agate, 30 cts. a line, flat; full page, \$210. Readers, 50 cts. a line. Classified, 4 cts. per word.

See advertisement on page 470.

MISSOURI VALLEY FARMER—Monthly. Established 1893. Arthur Capper, publisher. Subscription, 25 cts.; sworn average circulation for 1913, 511,876* net paid; 32 to 40 pages, 4 columns; length of columns, 13 1/4 in.; width, 2 1/2 in. Can use matrices. Forms close 25th preceding month.

Advertising rates, agate, \$2 a line; position, 10% extra; 1 page (740 lines), \$1,100; back cover page, \$1,200. Reading notices, \$3 a line. Classified, 15 cts. a word.

See advertisement on colored insert between pages 476 and 477.

PLAINDEALER—Every Friday. (Colored). Republican. Established 1898. Nick Chiles, publisher. Subscription, \$1.50; claimed average circulation for 1913, 9,000; 8 pages, 5 columns; length of columns, 18 in.; width, 2 1/2 in.

Advertising rates, 50 cts. an inch; two or more in., 25 cts. an inch. Reading notices, 10 cts. a line; over ten lines, 5 cts. a line.

See advertisement on page 444.

POULTRY CULTURE—Monthly. Poultry. Established 1896. Poultry Culture Publishing Co., publishers. Subscription, 50 cts.; sworn average detailed circulation April, 1914, 46,629* net paid; 48 pages, 4 columns;

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length of columns, 13 3/4 in.; width, 2 1/2 in. Can use matrices. Forms close 15th preceding month.

Advertising rates, agate, 20 cts. a line each insertion; 1,000 lines, 18 cts.; 2,000 lines, 15 cts. a line. Preferred positions, 20% extra. Classified, 5 cts. per word.

RURAL AUTOIST—Monthly (15th). Automobiles and Good Roads. Established 1911. J. E. Hazen, editor and publisher. Subscription, \$1; claimed average circulation for 1913, 4,012; 20 pages, 2 columns; length of columns, 6 in.; width 2 1/2 in. Can use matrices. Forms close 10th.

Advertising rates, agate, 50 cts. a line.

STATE JOURNAL—Every evening except Sunday. Independent Republican. Established 1874. F. P. MacLennan, publisher. Subscription, \$3.60; sworn detailed average circulation for year 1913, 21,001* net; 10 to 20 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 4 cts. per line; full position, 25% additional. Reading notices, 15 cts. a count line. Classified 1c. per word.

WESTERN ODD FELLOW—Monthly (1st). I. O. O. F. Established 1886. H. C. Stevens, publisher. Subscription, 75 cts., claimed average circulation for 1913 6,500; 8 pages, 4 columns; length of columns, 13 1/4 in.; width, 2 1/2 in. Forms close 6 days in advance.

Advertising rates, agate, 50 cts. an inch; reading notices, 9 cts. a count line.

WESTERN SCHOOL JOURNAL—Monthly. (10th). Educational. Established 1885. John MacDonald, publisher. Subscription, \$1; claimed average circulation for year 1913, 5,300; 32 pages, 2 columns; length of columns, 9 in.; width, 3 1/4 in. Forms close fourth of current month.

Advertising rates, agate, \$1.54 an inch; on three months contract, \$1.40; six months, \$1.30; one year, \$1.10 an inch. Reading notices, 25 cts. a line.

X-RAY'S DEMOCRAT—Every Friday. Democratic. Established 1912. The X-Ray Printing Co., publishers. Subscription, \$1; sworn average circulation for year 1913, 4,000*; 4 to 8 pages, 6 columns, length of columns, 20 in.; width, 2 1/2 in. Can use matrices. Office, 217 West 5th Street.

Advertising rates, 25 cts. an inch.

WICHITA—Population 52,450. At junction of Arkansas and Little River. Has an inter-urban system and six main lines of railroads with branches in all directions. Has an immense jobbing trade and live stock market. 315 manufacturing concerns. 14 banks, 2 packing houses. 54 churches. 29 public

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schools and 8 colleges; 69 miles paved street; 200 miles sewers; 130 miles water mains; 40 miles street railway; 150 miles of illuminated streets. A \$2,500,000.00 Union Depot; 1913 bank clearings \$173,719,811.22. Postal receipts \$305,928.75. Assessed valuation \$65,000,000.00.

BEACON—Every evening except Sunday. Independent. Established 1872. The Beacon Publishing Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 25,610* net paid; 10 and 24 pages, 7 columns; length of columns, 21 1/4 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 7 cts. a line; 1,000 lines, 6 cts.; 2,000 lines, 5 cts.; 3,000 lines, or more, 4 cts. a line; alongside reading, 10%; full position, 25% extra. Strictly mail order advertising, 5 cts. a line, flat. Classified, nonpareil, 1c. per word. Reading notices, 15 cts. a line; with news heading, 25 cts. a line.

EAGLE—Every morning except Monday, and WEEKLY, Fridays. Republican. Established 1872. Victoria Murdock, owner; Marcellus M. Murdock, publisher. Subscription, daily, \$4; weekly, 50 cts.; sworn average circulation for year 1913, daily and Sunday, 37,131*; weekly, 47,478*; daily, 12 and 14 pages; Sunday, 40 to 50 pages; weekly 10 pages; daily, Sunday or weekly, 7 columns; length of columns, 22 in.; width, 2 1/2 in. Can use matrices.

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Advertising rates, daily or Sunday, 10 cts. a line; 1,000 lines on yearly contract, 9 cts. a line; 2,000 lines, 8 cts.; 3,000 lines, 7 cts.; 4,000 lines, 6 cts.; 5,000 lines, or more, 5 cts. a line. WEEKLY, 10 cts. a line flat. Preferred position, 10 and 25% extra. Classified, 5 cts. a line. Reading notices, 30 cts. a count line, with discount for 500 lines and over; telegraphic, 50 cts. a count line.

See advertisement on page 511.

INTERSTATE FARMER—See Muskogee, Okla.

LIVE STOCK JOURNAL—Every evening except Sunday. Live stock. Established 1906. Journal Publishing Co., publishers. Subscription, \$4. Claimed average circulation for year 1913, 6,500; 4 pages, 6 columns; length of columns, 19 1/2 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, one time, 50 cts. an inch; four times, 30 cts. an inch; on monthly contract for 100 in., 25 cts.; 300 in., 23 cts.; 500 in. or more, 20 cts. an inch. Readers, locals, 1c. per word or 5 cts. a line.

SOUTHWEST FARMER—Every Friday. Agricultural. Live Stock. C. I. Reed Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 8,000; 24 pages, 4 columns; length of columns, 12 in.; width, 2 1/2 in.

Advertising rates, 56 cts. an inch, flat. Reading notices, 10 cts. a line. Classified, 1c. per word.

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COVINGTON—Population 53,270. On Ohio River and 2 railroads (immediately opposite Cincinnati, Ohio, with which it is connected by a suspension bridge, 2,200 feet long). Has corrugated sheet metal, automobile truck, lithographing, electro plating, wood carving, cigar box, ice, rosin and naval stores plants; breweries; distilleries; maraschino cherry bottling, iron fences, jail, machine tool, contractors' machinery, safe, engine and boiler, tile, architectural iron, brass, brick and glass works; flour, cotton, cordage, planing, textile and dyeing mills; piano player, x-ray machine, candied fruit, cigar and tobacco factories, laundries, tailor-to-the-trade shop; brass and bronze foundries. Annual value of manufactured products, approximately, \$12,000,000.00.

POST—Every evening except Sunday. Independent. Established 1890. Scripps-McRae Publishing Co. (Inc.), publishers. Subscription, \$3; sworn average circulation, for year 1913, 13,811*; 8 to 16 pages, 8 columns;

length of columns, 22 1/4 in.; width, 12 ems. Can use matrices.

Advertising rates, 3 cts.; full position, 3 1/2 cts.; 2,500 lines, on yearly contract, 2 3/4 cts.; full position, 3 1/4 cts.; 5,000 lines or more, or not less than 6 in. per week for 52 weeks, 2 1/2 cts. a line; full position, 3 cts. a line. Classified, 1/2 c. per word. Reading notices, 15 cts. a line. Resorts, publishers, schools and colleges, 2 1/2 cts. a line, flat.

UNION JOURNAL—Monthly. Fraternal. Established 1903. International Liberty Union, publisher. Subscription, 50 cts.; sworn detailed average circulation, for nine months ending April 1914, 106,744*; 16 to 32 pages, 4 columns; length of columns, 12 1/2 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, agate, 20 cts. a line; 1/4 page (175 lines), \$31.50; 1/2 page, \$56; one page, \$98.

FRANKFORT—Population 10,465. The State Capital. Located on Kentucky River, Louis-

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ville, and Nashville; Chesapeake & Ohio; Louisville & Atlantic and Frankfort & Cincinnati Railway systems. Thoroughbred trotting horse breeding engaged in quite extensively. Other industries are; Saw mills and lumbering interests; twine, chair, shoe and broom factories, distilleries and an extensive trade in whiskies and farm products. State Institute for feeble minded children; State Reformatory; State Normal and Industrial Institute as well as other institutions are located here.

STATE JOURNAL—Every morning except Monday. Democratic. Established 1899. The State Journal Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 3,570* net paid; 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 15 cts. an inch; 1000 in. or more within one year, 12 cts. an inch. Special position 25% extra. Classified, 5 cts. a line.

FULTON—Population 2,575. I. C. Ry. Industries include wholesale groceries, bottling works, tobacco factories, foundry, carriage, furniture and ice factories, poultry packing house and lumber and flour mills.

BAPTIST FLAG—Every Thursday. Baptist. Established 1874. Baptist Flag Publishing Co., publishers. Subscription, \$1.50; sworn detailed average circulation for year ending May, 1913, 12,961*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, \$1.30 an inch with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

LEXINGTON—Population 35,099. 5 railroads and 5 interurban lines connecting 5 county seats and State Capital. In the center of the Blue Grass region. Most extensive trade in grain, horses and live stock generally. Industries include the manufacture of tobacco, liquors, bagging, rope and carriages; also a brewery. Claimed to be the world's largest loose leaf tobacco market. Seat of Kentucky University and State University and 18 other schools and colleges. Kentucky Insane Asylum and State Reform School located here. Bank clearings during year 1913, \$48,274,266.12.

CENTRAL METHODIST ADVOCATE—Every Thursday. Methodist. Established 1867. Central Methodist Advocate Publishing Co. (Inc.), publishers. Subscription, \$1.50; sworn detailed average circulation, for year 1912, 8,000*; 16 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in.

Advertising rates, 80 cts. an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

KENTUCKY

HERALD—Every morning, including SUNDAY, and BLUE GRASS FARMER, Mondays. Daily, Democratic. Weekly, Agricultural. Established daily, 1870. The Lexington Herald Co., publishers. Subscription, \$7.80; weekly, \$1.50; sworn average circulation for year 1913, daily, 8,718*; Sunday, 8,288*; weekly, 9,648*; daily, 10 to 16 pages; Sunday, 24 to 48 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates daily, Sunday or weekly 25 cts. an inch, flat; preferred position, 12½ and 25% extra. Classified, 1c. per word. Reading notices, body type, 20 cts. a line. Telegraphic reading, 50 cts. a line.

LEADER—Every evening except Sunday, and SUNDAY MORNING. Republican. Established 1888, Lexington Leader Co., publisher. Subscription, daily, \$5; Sunday, \$1.50; sworn average age circulation for six months prior to April, 1914, daily, 7,350* net paid; Sunday, 8,048* net paid; daily, 10 to 16 pages, Sunday, 28 to 40 pages, 7 columns; length of columns, 30 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, or Sunday, 25 cts. an inch, flat. Reading notices, brevier 20 cts. a line. Classified, 1c. per word.

LOUISVILLE—Population 223,928. On Ohio River and 11 railroads. Largest and most important commercial city in the state and one of the largest leaf tobacco markets in the world. Industries include farm implement works, one of the largest in the country, tobacco, cement, leather and wagon factories, distilleries and iron foundries. Very large business in wheat, corn, pork and iron. Annual value of manufactured products, \$148,440,000.00.

AMERICAN COMMON SENSE—Monthly. Liquor Trade. Established 1910. American Common Sense Co., publishers. Subscription, \$1; claimed average circulation for 1913, 15,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 1 column, \$20; ¼ page, \$35; ½ page, \$65; 1 page, \$125. Readers, 8 cts. a line

ANZEIGER—Every morning including SUNDAY and WEEKLY. Tuesdays. German. Democratic. Established, daily, 1848; weekly, 1851. Louisville Anzeiger Co., publishers. Subscription, daily \$7.80; Sunday, \$2.60; weekly, \$1; sworn average circulation for six months prior to April, 1913 daily, 6,687*; Sunday, 12,122; weekly, 11,452; 8 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 321 Green Street.

Advertising rates, daily or weekly, agate, 5 cts. a line; 500 lines, within one year, 4 cts. a line; 1,000 lines or more, 3½ cts. a line; Sunday, 7 cts. a line; 500 lines, 5 cts.; 1,000 lines, 4 cts.; 5,000 lines or more, 3½ cts. a line. Reading notices, 25 cts. per count line. Classified, 10 cts. a line.

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BABY—Monthly. Care of babies and children. Established 1902. The Baby Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 32 pages or more, and cover, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 400 East Kentucky Street.

Advertising rates, agate, 15 cts. a line.

BAPTIST WORLD—Every Thursday. Religious. Established 1896. The Baptist World Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 15,000; 32 pages, 3 columns; length of columns, 11½ in.; width, 2¼ in. Forms close one week in advance. Can use matrices. Office, 660 Fourth Avenue.

Advertising rates, agate, 12 cts. a line, with discounts of 10, 15, 20, 25 or 30% on 250, 500, 750, 1,000 or 2,000 lines respectively. Special position, 20% extra. Reading notices, 35 cts. a line. Special notices, 25 cts. a count line. Classified, 1c. per word.

CHRISTIAN OBSERVER—Every Wednesday. Presbyterian. Established 1813. Converse & Co., publishers. Subscription, \$2.50; sworn average circulation for nine months ending April, 1914, 27,241*; 24 pages, 4 columns; length of columns, 14½ in.; width 2¼ in. Forms close one week in advance. Office, 412-414 Third Street.

Advertising rates, agate, 17 cts. a line; over 50 lines, 16 cts.; 100 lines, 15 cts.; 250 lines, 12 cts.; 500 lines, 13 cts.; 1,000 lines, 12 cts.; 2,800 lines, 10 cts. a line. Preferred position, 20% extra. Reading notices, 25 cts. a line, nonpareil.

COURIER-JOURNAL—Every morning including SUNDAY. Democratic. Established 1868. Louisville Courier-Journal Co., publishers. Subscription, daily, \$6; sworn average circulation for six months prior to April, 1914, 28,591* net paid; Sunday, 50,541* net paid; daily, 10 to 16 pages; Sunday, 58 to 64 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, Third Avenue and Green St.

Advertising rates, agate, daily, 15 cts. a line; Sunday, 18 cts. a line; 1,000 lines within one year, daily, 12½ cts.; Sunday 15 cts.; 3,000 lines, 10 or 12 cts.; 5,000 lines, 8 or 10 cts.; 10,000 lines, 7 or 9 cts. a line. Schools and Summer resorts, daily, 12½ cts.; Sunday, 18 cts. a line, with discount on 26 and 52 insertions in daily. Local notices, daily, 30 cts. a line; Sunday, 35 cts. Reading matter, nonpareil, daily, 50 cts.; Sunday, 75 cts.; minion readers, daily, 75 cts.; Sunday, \$1 per line. Classified, daily, 10 cts. a line; Sunday, 12 cts. a line. In combination with Evening TIMES, display, on contract, 1,000 lines, 24 cts.; 2,000 lines, 19 cts.; 4,000 lines, 17 cts.; 6,000 lines, 15 cts.

FARM AND FAMILY—Monthly (1st). Agricultural and Home. Established 1914. Courier-Journal Company, publishers. Subscription, 25 cts. Detailed average circula-

tion for 1914-15, 22,373* net paid; 24 pages, 4 columns; length of columns, 15¼ in.; width, 2¾ in. Can use matrices. Forms close two days in advance. Office, Third Avenue and Green Street.

Advertising rates, 5 cts. a line, flat.

FARMERS' HOME JOURNAL—Every Saturday. Agricultural. Established 1865. Farmers' Home Journal Co., publishers. Subscription, \$1; claimed average circulation for year 1912, 15,000; 8 pages, 5 columns; length of columns, 15½ in.; width, 2¾ in. Last forms close Thursday p. m. preceding. Office, 414 Third Street.

Advertising rates, agate, 12 cts. a line; 100 lines within one year, 11 cts.; 250 lines, 10 cts.; 500 lines, 9 cts.; 1,000 lines, 8 cts.; 2,000 lines, 7 cts.; 5,000 lines or more, 6 cts. a line. Reading notices, brevier, 25 cts. a count line, first time; 15 cts. after.

HERALD—Every morning including SUNDAY. Independent. Progressive. Established 1832. John C. Shaffer, publisher. Subscription, daily, \$3; Sunday, \$2; sworn average circulation for six months ending March 31, 1914, 37,214* net paid; daily, 12 to 72 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices. Office, 222-24 E. Walnut Street.

Advertising rates, daily or Sunday, 6 cts. a line, flat. Special positions, 10 and 25% extra. Classified, 1c. per word. Reading notices, 50 cts. a count line.

See advertisement on page 441.

HOME AND FARM—Semi-Monthly (1st and 15th). Agricultural. Established 1876. Home and Farm Publishing Co., (Inc.), publishers. Subscription, 50 cts.; claimed average circulation for year ending June, 1914, 102,887; 20 to 32 pages, 4 columns; length of columns, 15 5/14 in.; width, 2½ in. Forms close 5 days in advance. Can use matrices.

Advertising rates, agate, 45 cts. a line, flat. Special position, 10% extra.

See advertisement on page 514.

INDUSTRIOUS HEN—Monthly. Poultry. Established 1904. Industrious Hen Co., publishers. Subscription, 50 cts.; claimed circulation for 1913, 35,000; 32 to 64 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 25th of preceding month. Can use matrices.

Advertising rates, \$1.50 an inch, subject to discount on space. Classified, 2½ cts. per word.

INLAND FARMER—Semi-Monthly. (1st and 15th). Agricultural. Established 1902. The Inland Farmer Publishing Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for first six months 1914, 120,125* net paid; 16 to 32 pages, 4 columns; length of columns, 14 in.; width, 2¼

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in. Forms close 10 days preceding. Office, Atherton Building.

Advertising rates, agate, 50, cts. a line; full page, \$350; Preferred position, 20% extra. Reading notices, 75 cts. per nonpareil line.

See advertisement on page 517.

KATHOLISCHER GLAUBENSBOTE—Every Thursday. German. Catholic. Independent. Established 1866. Katholischer Glaubensbote Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, 10,400; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 345 East Market Street.

Advertising rates, 30 cts. an inch. Special position and changed advertisements, 50 cts. an inch. Reading notices, 10 cts. a line in nonpareil, brevier or long primer type. E. O. W. ads., double price.

KENTUCKY ELK—Monthly, (1st) Fraternal. Established 1901. Chas. J. Cruise, editor and publisher. Subscription, \$1; circulation—not given by publisher; 30 pages, 2 columns; length of columns, 9 in.; width, 3¼ in. Cannot use matrices. Forms close 26th of preceding month. Office, 414 West Main Street.

Advertising rates, ¼ page, \$3.50; ½ page, \$6.50; ¾ page, \$12; full page, \$20. Discounts on 3, 6, or 12 month contracts. Inside covers 15%, and back outside cover page, 25% additional.

KENTUCKY FARMING—Monthly. (1st). Agricultural and Home. Established 1899. Home & Fireside Co., publishers. Subscription, 25 cts.; claimed average circulation for 1913, 30,000; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 20th preceding month. Office, Commercial Building.

Advertising rates, agate, 15 cts. a line, flat; ¼ page, \$25.20; ½ page, \$50.40; full page, (672 lines), \$100; Classified, 2 cts. per word.

MARKET GROWERS JOURNAL—Semi-Monthly, (1st and 15th). Market Gardeners. Established 1907. The Market Growers Journal Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 18,079; 20 to 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, Inter-Southern Building.

Advertising rates, agate, 10 cts. a line; ¼ page, \$10; ½ page, \$20; one page, \$37.50; preferred position, 20% extra. Classified (nonpareil), 2 cts. a word.

MASONIC HOME JOURNAL—Semi-Monthly. (1st and 15th). Masonic. Established 1883. Masonic W. and O. Home, publishers and proprietors. Subscription, \$1; guaranteed average circulation for nine months ending May, 1914, 45,000; 32 pages, 3 columns; length of columns, 9 in.; width, 2½ in. Forms close five days in advance. Office, First and Avery Streets.

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Advertising rates, \$4 an inch; 6 times, \$3.75; 12 times, \$3.50; 24 times, \$3.25 an in. Special position, 20% extra. Reading notices, 40 cts. a line.

NORTH AND SOUTH—Monthly (15th). Nonpartisan. Established 1902. J. L. Godfrey, publisher. Subscription, \$1; claimed average circulation for year 1913, 10,000; 16 pages, 3 columns; length of columns, 12 in.; width, 3 in. Office, 416 West Main Street.

Advertising rates, ¼ page, one time, \$10; ½ page, \$17.50; ¾ page, \$30; 1 page, \$37.50; 1½ page, \$55; one page, \$100.

PENTECOSTAL HERALD—Every Wednesday. Methodist Episcopal. Established 1889. Pentecostal Publishing Co., publishers. Subscription, \$1; sworn detailed average circulation for year 1913, 24,000*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close one week in advance. Office, 317 W. Walnut Street.

Advertising rates, \$2.40 an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

POST—Every evening except Sunday. Independent. Established 1873. Incorporated 1903. Evening Post Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 40,486* net paid; 10 to 24 pages, 7 columns; length of columns, 21½ in.; width, 14 ems. Can use matrices. Office, 317 W. Walnut Street.

Advertising rates, agate, 12½ cts. a line; open space, within one year, 1,000 lines 8 cts. a line; 3,000 lines, 7 cts.; 5,000 lines, 6 cts. a line. Preferred position, 20% extra. Classified, 1c. a word. Reading notices, 50 cts. a line; 100 lines, 45 cts.; 200 lines, 40 cts.; 500 lines, 30 cts.; 1,000 lines, 25 cts. a line; telegraphic readers, \$1 per line.

SHAFFER GROUP—

See advertisement on page 441.

TIMES—Every afternoon except Sunday. Democratic. Established 1884. Louisville Times Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 49,189* net paid; 12 to 28 pages, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, Third Ave., and Green Street.

Advertising rates, agate, 15 cts. per line; 1,000 lines, within one year, 12½ cts. a line; 2,000 lines, 10 cts.; 4,000 lines, 9 cts.; 6,000 lines or more, 8 cts. a line; position, 10 and 25% extra. Classified, 1c. a word. Reading notices, nonpareil, solid, 40 cts. per line; telegraphic readers, \$1 a line. Combination rate with COURIER-JOURNAL, which see.

TRADE OUTLOOK—Monthly (15th). Trade. Established 1910. Sam McDowell Anderson, publisher. Subscription, \$1; claimed average circulation for six months ending June, 1914, 6,050; 00 pages, 2 columns; length of columns, 11½ in.; width,

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2½ in. Cannot use matrices. Forms close 10th. Office, 208 Keller Building.

Advertising rates, full page, \$42.50; ½ page, \$25; ¼ page, \$18.50; ⅛ page, \$14.50; ⅓ page, \$10, with discount on 3, 6 or 12 insertions. Cover pages (in 2 colors), second, \$60; third, \$55; fourth, \$70.

WESTERN RECORDER—Every Thursday. Baptist. Established 1825. Baptist Book Concern, publishers. Subscription, \$2; sworn average circulation for 1913, 12,000 net; 16 pages, 5 columns; length of columns, 15 in.; width, 2½ in. Office, 650 Fourth Avenue.

Advertising rates, agate, \$1.20 an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

OWENSBORO—Population 16,011. Located on Ohio River, 114 miles West of Louisville, with three railroads and another in prospect. Extensive manufacture of wagons, buggies, wheels, steam and gasoline engines, electric motors and supplies, building materials, flour, meal and feeds, brick, sewer and tile pipe, whiskey distilleries, flour mills and mill machinery, and is one of the largest tobacco markets in the world. Annual value (1913) of manufactured products, \$7,356,560.00. Bank clearings during year 1913, \$22,716,550.93.

MESSENGER—Every morning except Monday. Democratic. Established 1875. Messenger Publishing Co., publishers. Subscription, daily, \$6; average circulation for 1913, 5,071*; 8 to 12 pages; Sunday, 16 to 20 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 25 cts. an inch; 500 in. within one year, 20 cts.; 1,000 in., 15 cts. an inch. Special position, 10 or 25% extra. Readers, 10 cts. a brevier line. Classified, 1c. per word.

ALEXANDRIA—Population 11,213. On Red River and 7 railroads. Fruit, rice, cotton and sugar cane raised very largely in vicinity. Industries include oil and saw mills, brick yards and cotton compress.

BAPTIST CHRONICLE—Every Thursday. Baptist. Established 1886. R. M. Boone, editor and proprietor. Subscription, \$2; claimed average circulation for year, 1913, 4,500; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in.

Advertising rates, 52 cts. an in., with discount for space.

CROWLEY—Population 5,099. 3 railroads. Very largely an agricultural district. Rice

KENTUCKY

PADUCAH—Population 22,760. Surrounded by excellent agricultural territory. On Ohio, Tennessee and Cumberland Rivers, seven railroads and one interurban line. Vast business in dark tobacco and second largest tobacco market in the world, and is one of the largest hardwood markets in the South. Also large shipper of live stock, grain, cross ties and manufactured iron. Has foundries; machine shops; cordage, hosiery, clothing, tobacco, carriage and canning factories; saw and flour mills and railway repair shops. Annual payroll, \$5,000,000.00. Annual value of manufactured products, \$5,500,000.00. Bank clearings during the year 1913, \$54,512,290.00.

NEWS DEMOCRAT—Every morning except Monday. Democratic. Established 1872. Democrat Publishing Co., (Ltd.), publishers. Subscription, \$6; sworn average circulation for six months prior to April, 1914, 6,854* net paid; 8 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 300 in., within one year, 23 cts. an inch; 500 in., 21 cts.; 1,000 in., or more, 17½ cts. an inch. Reading notices, 20 cts. a line; business notices, 10 cts. a line; in city lines, 12½ cts. a line. Classified, 1c. a word.

SUN—Every evening except Sunday. Republican. Established 1896. Sun Publishing Co., (Inc.), publishers. Subscription, \$5.20; sworn average circulation for year 1913, 6,561*; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 30 cts. an inch; 200 in., 25 cts.; 400 in., 22½ cts.; 600 in., 20 cts.; 800 in. or more, 17½ cts. Classified, 1c. a word first insertion; ½c. each subsequent insertion; per month, 50 cts. a line. Reading notices, 12½ cts. a line; pure reading news, heading or bold faced capitals, 20 cts. a line, with time and space discounts.

LOUISIANA

being extensively raised, there are seven rice mills located here; other industries are iron works and a feed mill with a daily capacity of fifteen cars.

RICE JOURNAL AND SOUTHERN FARMER—Monthly. Agricultural. Established 1898. The Signal Publishing Co., Ltd., publishers. Subscription, \$1; claimed average circulation for year 1913, 10,000; 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 20th preceding month. Can use matrices.

Advertising rates, \$1 an inch, each insertion; full page, \$50; ½ and ¼ page pro rata. Preferred positions extra. Reading notices, 2 cts. per word. Discounts, six months, 10%; one year, 25%.

LOUISIANA

NEW ORLEANS—Population 339,075. On Mississippi River about 100 miles above the Gulf of Mexico and 11 railroads. Has excellent harbor and not less than 25 miles of docks. Greatest commercial city in the entire South, with a very large commerce in hides, wool, lumber, iron, coal, grain, rice, sugar and one of the greatest markets in the world for fish, oysters and cotton. Manufactures include sugar, burlap and cotton bags, cigars, tobacco, fertilizers, chewing gum, clothing and shoes. Seat of Tulane University, Ursuline Convent, Jesuit College, Sophie Newcomb College, U. S. Naval Station; also branch of U. S. Mint located here. Annual value of manufactured products, \$120,000,000.00. Bank clearings for 1913, \$980,683,873.00.

ABEILLE (L')—Every morning except Monday, and WEEKLY, Saturdays. French. Democratic. Established 1827. New Orleans Bee Publishing Co., publishers. Subscription, daily, \$12; circulation—not given by publisher; (Sunday, \$2; circulation—not given by publisher); weekly, \$3; circulation—not given by publisher; daily, 8 pages, (weekly, 12 pages), 7 columns; length of columns, 20 in.; width, 2 in. Office, 323 Chartres Street.

Advertising rates, agate, 10 lines, or more daily, 15 cts. a line; 2 times, 25 cts.; 6 times, 60 cts.; 12 times, 90 cts.; one month, \$1.50; three months, 5% discount; six months, 10%; one year, 25%. Preferred position extra. Classified, 10 cts. a line; one week, 50 cts.; one month, \$1.50; educational and summer resorts, same as classified. Reading notices, 25 and 30 cts. a line, with discounts. Sunday only, 15 cts. a line each insertion; weekly, same rates as daily for transient ads.; long time contracts, 2-7 of daily rates.

See advertisement on page 516.

CATHOLIC CHURCHMAN—Every Tuesday. Catholic. Established 1907. Catholic Churchman Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 22,500; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Forms close one week in advance.

Advertising rates, agate, 10 cts. a line. Reading notices, 15 cts. a line.

CHRISTIAN ADVOCATE—Every Thursday. Methodist. Established 1850. Chas. O. Chalmers, publisher. Subscription, \$1.50; claimed average circulation for first six months, 1914, 7,790*; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in.

Advertising rates, 78 cts. an in., with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

GULF STATES FARMER—Monthly. Agricultural. Established 1910. E. O. Wild, publisher. Subscription, 50 cts.; circulation—not given by publisher; 32 pages, 4 col-

LOUISIANA

umns; length of columns, 13 in.; width, 2½ in. Office, Audubon Building.

Advertising rates, agate, 15 cts. a line. Discount, 10 to 25% on 3 to 12 months. Additional discount for space. Classified, 5 cts. a word.

ITEM—Every evening, except Sunday, SUNDAY MORNING, and WEEKLY, Friday. Independent. Established 1877. James M. Thomson, publisher. Subscription, daily, \$7; weekly, 25 cts.; sworn average circulation for six months prior to April, 1914, daily and Sunday, 51,329* net paid; weekly, claimed average, 22,000; daily, 14 to 16 pages; Sunday, 32 to 60 pages; weekly, 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 210 Camp Street.

Advertising rates, agate, daily, Sunday or weekly, 10 cts. a line, flat. Preferred position 10 and 25% extra. Resorts and Schools 9 cts. a line, flat. Local notices, 25 cts. count line; pure reading, 50 cts. a line; telegraphic, \$1 a line. Classified, 15 cts. per line.

See advertisement on pages 486 and 487.

JEWISH LEDGER—Every Friday. Jewish. Religious. Established 1895. A. Steeg, publisher. Subscription, \$2; sworn detailed average circulation for year ending September, 1913, 5,143*; 32 pages, 4 columns; length of columns, 11½ in.; width, 2½ in. Office, 938 Lafayette Street.

Advertising rates, 52 cts. an in. with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

JEWISH SPECTATOR—See Memphis, Tenn.

MODERN FARMING—Semi-Monthly (10th and 25th). Agricultural. Established 1870. The Modern Farming Publishing Co., publishers. Subscription, 50 cts.; detailed average circulation for three months ending May 1, 1914, 20,075*; 16 to 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 518-20 Gravier Street. Forms close 1st and 15th of month.

Advertising rates, 10 cts. a line, flat.

MORNING STAR—Every Saturday. Catholic. Established 1868. The Morning Star Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 11,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 205 Metropolitan Bldg.

Advertising rates, 75 cts. an inch.

SOUTHERN BUCK—Monthly. Elks. Fraternal. Established 1900. Aubrey Murray, publisher. Subscription, \$1; claimed circulation for year 1913, 5,700; 40 pages, 2 columns; length of columns, 8 in.; width, 15 ems. Office, Board of Trade Building.

Advertising rates, \$1.25 an inch.

See advertisement on page 488.

LOUISIANA

SOUTHWESTERN CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal. Established 1866. Methodist Book Concern, publishers. Subscription, \$1.25; claimed average circulation for year 1913, 11,209; 16 pages, 4 columns; length of columns, 13½ in.; width, 2 in. Office, 631 Baronne Street.

Advertising rates, agate, 4 cts a line. Reading notices, 8 cts. a line. Preferred position, 20% additional.

STATES—Every evening except Sunday, **SUNDAY MORNING**. Democratic. Established 1879. Daily States Publishing Co., publishers. Subscription, daily, \$7; sworn detailed average circulation for year 1913, daily, 33,284*; Sunday, 34,743*; daily, 14 to 28 pages; Sunday, 36 to 60 pages; 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 604-606 Canal Street.

Advertising rates, agate, daily or Sunday, 10 cts. a line; 2,000 lines, 8 cts.; 3,000 lines, 7 cts.; 5,000 lines, 6 cts. a line. Special positions, 25% extra. Classified, 1¼ cts. a word. Reading notices, 25 cts. a line; nonpareil.

TIMES-PICAYUNE—Every morning including **SUNDAY**, and **WEEKLY**, Thursday. Democratic. Established 1837. Times-Picayune Publishing Co., proprietors. Subscription, daily and Sunday, \$7.50; weekly, 50 cts.; sworn average circulation for three months ending July 31, 1914, daily, 55,872*; Sunday, 69,703*; semi-weekly, 8,000; daily, 12 to 20 pages; Sunday, 50 to 70 pages; weekly, 10 pages; daily, Sunday and weekly, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, daily, 10 cts. a line; Sunday, 12 cts. a line; next to reading 11 or 13 cts.; full positions, 13 or 15 cts. a line. Reading notices, daily or Sunday, nonpareil, 25 cts. a line. Classified, daily or Sunday, 2 cts. per word. **WEEKLY**, all classes of advertising, 5 cts. a line, flat.

UNITED LABOR JOURNAL—Every Saturday. Labor. Established 1897. The United Labor Journal Co., publishers. Subscription, \$1; claimed average circulation for year 1913,

LOUISIANA

25,000; 16 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Can use matrices.

Advertising rates, 50 cts. an inch. Classified, 10 cts. a line (6 words). Reading notices, 15 cts. a line.

SHREVEPORT—Population 28,015. On Red River and 11 railroads. In the center of vast natural gas fields and an extensive export trade in cotton. Cattle also shipped extensively. Has machine shops, lumber and cotton seed oil mills, window glass, bottle, fruit-jar, electric fixtures and carbonator factories, and extensive iron works.

JOURNAL—Every evening except Sunday. Mutual. Established 1873. The Journal Company, publishers. Subscription, \$5; claimed average circulation for year 1913, 4,742 net; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 25 cts. an inch, flat. Readers, 15 cts. per line; set in nonpareil or agate, 8 cts. per line. Classified (15 cts. minimum), 1c. per word.

TIMES—Every morning including **SUNDAY** and **TWICE-A-WEEK**, Tuesdays and Fridays. Democratic. Established 1872. The Times Publishing Co., publishers. Subscription, daily, \$7.50; Sunday, \$2; weekly \$1; sworn average circulation for six months ending March, 1914, daily, 9,700* net paid; Sunday, 14,659* net paid; weekly, for year 1913, 9,138* net paid; daily, 8 to 16 pages; Sunday, 30 to 40 pages; twice-a-week, 8 to 12 pages; daily, Sunday and weekly, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, daily, 6 cts., Sunday, 7 cts. a line; 1,000 lines within one year, 4 or 5 cts. a line; 3,000 lines, 3½ or 4½ cts.; 5,000 lines, 3 or 3¾ cts.; 7,000 lines or more, 2½ or 3 cts. a line. Special position, 10 or 25% extra. Reading notices, 100 lines, 10 cts. a line; 500 lines, 9 cts.; 1,000 lines, 8 cts. a line. Educational and resorts, 3½ cts. a line, flat. Classified, 1c. per word. Semi-Weekly, display, 5 cts. a line.



MAINE

AUGUSTA—Population 13,211. On Kennebec River, Maine Central R. R. Has excellent water power, large cotton mills. Asylum for the Insane and State-house located here.

AMERICAN WOMAN—Monthly. Household. Literary. Established 1891. The Vickery & Hill Publishing Co., publishers. Subscription, 25 cts.; sworn detailed average circulation for year 1913, 614,711*; 32 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close 5th preceding month.

Advertising rates, agate, \$2 a line. 10% discount on 200 lines or more in any one issue. Reading notices, \$2.67 per agate line; ½ page (378 lines), 20% discount; one page, 30% discount.

See advertisement facing third or inside back cover.

COMFORT—Monthly. Literary. Established 1888. W. H. Gannett, publisher (Incorp.). Subscription, 25 cts.; sworn detailed average circulation for six months ending April, 1914, 1,286,620* net paid; 24 to 48 pages, 4 columns; length of columns, 15¼ in.; width, 14½ ems. Forms close 10th preceding month.

Advertising rates, per agate line, \$5. 175 lines in one issue for one advertiser, \$4.50 a line; 200 lines, \$4.15; ¼ page (212 lines), \$4 a line; 350 lines, \$3.75 a line; 400 lines, \$3.50; ½ page (424 lines), \$3.50 a line; 700 lines, \$3.25; one page (848 lines), \$3 a line; back cover, \$3.25 a line. Special Summer rate upon application. Reading notices (nonpareil), \$7 per line. Classified (11½ ems wide), \$3.75 per agate line.

See advertisement on colored insert following the last text page.

GOOD STORIES—HAPPY HOURS—HEARTH AND HOME—See Vickery & Hill List. Also see advertisement facing third or inside back cover.

KENNEBEC JOURNAL—Every morning except Sunday. Republican. Established 1825. Kennebec Journal Co., publishers. Subscription, \$5; sworn average circulation for year 1913, 10,657*; 12 pages, 7 columns; length of columns, 21 in.; width, 2¼ in.

Advertising rates, electrotyped matter, or standing advertisements, daily, 1 inch, one time, 75 cts.; one week, \$2; one month, \$6; three months, \$15; six months, \$24; one year \$48; e. o. d., ⅔ of daily rates. Special position, extra. Open space used within one year 100 in., 40 cts. an inch; 250 in., 30 cts.; 500 in., 27 cts.; 1,000 in., or more, 25 cts. an inch. Classified, 4 lines, one time, 15 cts.; one week, 50 cts. Reading notices, leaded, 25 cts. per count line; solid, among paid reading mat-

ter, 10 cts. a line. Nonpareil business notices, 10 cts. a line, first time; 6 cts. a line each subsequent insertion.

MAINE FARMER—Every Thursday. Agricultural. Established 1832. Maine Farmer Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 9,393; 16 to 20 pages, 4 columns; length of columns, 14½ in.; width, 2¼ in.

Advertising rates, agate, 4½ cts. a line; 1,000 lines, or more 4½ cts. a line. Position 10, 15 and 25% extra. Classified, 1c. per word.

VICKERY & HILL LIST—(Consisting of three publications: HEARTH AND HOME, GOOD STORIES and HAPPY HOURS). Monthly. Household. The Vickery & Hill Publishing Co., publishers. Subscription, 25 cts.; 32 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in.; combined sworn detailed average circulation for 1913, 1,843,665*. Forms close 10th of preceding month.

Advertising rates, for the combination on the three papers, \$6 a line; 200 lines in any one issue, to one advertiser, 10% discount; ½ page (378 lines), 20% discount; one page, 30% discount. Reading notices, \$8 per agate line, each insertion to cover the three papers.

See advertisement facing third or inside back cover.

BANGOR—Population 24,803. On Penobscot River and Bangor and Maine Central R. R. Distributing center for a vast district. Has excellent water power, iron foundry, shoe factory, paper, pulp and woolen mills and is one of the greatest lumber shipping centers in the U. S. Ship building largely engaged in and has an excellent coast and foreign commerce.

COMMERCIAL—Every evening except Sunday, and WEEKLY COMMERCIAL FARMER AND VILLAGER, Thursdays. Daily, independent. Weekly, family and agricultural. Established daily, 1872; weekly, 1838. J. P. Bass Publishing Co., publishers. Subscription, daily, \$6; weekly, \$1; detailed average circulation for year 1913, daily, 10,810*; weekly, 23,932*; daily, 12 to 20 pages (weekly, 16 pages), 8 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily, 1 inch, one time, 75 cts.; 3 times, \$1.50; 1 week, \$2.25; 1 month, \$6.50; three months, \$16.50; six months, \$30; e. o. d., ⅔; two times a week, ½; one time a week, ¼ daily rates. Open space within one year, 100 in., 40 cts.; 250 in., 35 cts.; 500 in., 30 cts.; 1,000 in., or more, 25 cts. an inch. Full position on open

The next time you make up your advertising list ask yourself if it would not be the better part of wisdom to let us work with you?

MAINE

space contracts, 5 cts. per inch additional. Classified, 5 cts. a line; 50 cts. per week for 30 words; additional space, 2 cts. a word. Reading notices, 15 cts. a line; pure readers, 25 cts. per count line; telegraphic matter, 35 cts. per count line. Weekly, one inch, one time, \$1.50; one month, \$5; three months, \$14; six months, \$27; twelve months, \$52; agricultural section (agricultural advs., only inserted on first page), 25% additional. Full position, 25% extra. Open space within one year, in weekly, 1,400 lines, 9 cts. a line; 2,800 lines, 8 cts.; 4,200 lines, 7 cts. a line. Reading notices, 25 cts. per count line; pure readers, 50 cts. a line.

MAINE RURAL LIFE—Circulated semi-monthly as a magazine section of Bangor Daily (Saturday) and Semi-Weekly News; Kennebec Daily (Saturday) and Weekly Journal; Portland Daily (Saturday) State Press and Maine State Press. Agricultural and Home. Established 1913. Rural Life Publishing Co., publishers; circulation—not given by publisher; 00 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close two weeks in advance. Office, 44 Central Street.

Advertising rates, 20 cts. a line. Classified, 15 cts. a line.

NEWS—Every morning except Sunday, and SEMI-WEEKLY, Tuesdays and Fridays. Republican. Established 1889. Bangor Publishing Co., publishers. Subscription, daily, \$6; sworn average circulation for six months prior to April, 1914, daily, 11,920* net paid; semi-weekly, \$1; claimed circulation for year 1913, 5,000; 10 pages or more, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, nonpareil, 1 inch, one time, 60 cts.; one week, \$2; one month, \$6.25; three months, \$15.25; six months, \$28; one year, \$48. Open space used within one year, 150 in., 45 cts.; 250 in., 40 cts.; 500 in., 30 cts.; 1,000 in., 25 cts. an inch. E. O. D., ¾ of daily rates; position, 10 and 25% extra. Reading notices, brevier, 20 cts. a line; by the week, 15 cts.; pure readers, 25 cts. per count line; telegraphic readers, 35 cts., brevier line. Semi-weekly, 1 inch, one week, \$1.25; one month, \$3.50; three months, \$7.50; six months, \$13; one year, \$24; one time a week, ¾ semi-weekly rates.

CALAIS—Population 6,116. On St. Croix River and Washington Co. R. R. Industries include ship building and lumber manufacture; shoe factories, paper, bag and cotton mills.

ADVERTISER—Every Wednesday. Republican. Established 1836. Advertiser Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, 6,200; 8 to 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; \$10 on yearly contract.

MAINE

LEWISTON—Population 26,247. (Auburn, a twin city, 15,064. Total, 41,311.) On Androscoggin River and 2 railroads. Have one of the largest water power developments in New England and is in the center of 200 miles of suburban and inter-urban trolley lines. Manufactures cotton and woolen goods, boots, shoes, boxes, bobbins, etc. Seat of Bates College.

JOURNAL—Every evening except Sunday. Progressive Republican. Established 1847. Lewiston Journal Co., publishers. Subscription, daily, \$3; Saturday, \$1; sworn average circulation for six months ending March 31, 1914, daily, 10,605* net paid; Saturday, 14,508* net paid; daily, 12 to 20 pages; Saturday issue, 36 to 40 pages, either edition, 8 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 5½ cts. a line; yearly contracts, 500 lines, 5 cts.; 1,000 lines, 4½ cts.; 2,000 lines, 4 cts.; 3,000 lines, 3½ cts.; 4,000 lines, 3 cts.; 5,000 lines, 2½ cts.; 7,500 lines or more, 2 cts. a line; Saturday, 6½ cts. a line; 500 lines, 6 cts.; 1,000 lines, 5½ cts.; 2,000 lines, 5 cts.; 3,000 lines, 4½ cts.; 4,000 lines, 4 cts.; 5,000 lines, 3½ cts.; 7,500 lines or more, 3 cts. a line. Magazine Section (in Saturday issue), 5 cts. a line. Special positions, 15, 25 or 33½% extra; specified pages, except first or last, 25%; first page, 100%; last page, 50% additional. Classified, daily, ½ c.; Saturday and Magazine Section, 1c. per word.

SUN—Every morning except Sunday. Independent. Established 1893. Lewiston Daily Sun (Inc.), publishers. Subscription, \$5; sworn average circulation for year 1913, 6,056; 8 to 14 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; one week, \$1.50; one month, \$4.50; three months, \$12; six months, \$21; one year, \$36; 100 in., within one year, 30 cts.; 250 in., 25 cts.; 500 in., 22 cts.; 750 in., 20 cts.; 1,000 in., or more, 18 cts. an inch. Position, 12½, 25 and 50% extra. Reading notices, 10 cts. a line first insertion; 6 cts. after; pure readers or telegraphic matter, 20 cts. a count line. Classified, 30 words, 3 times, 25 cts.

PHILLIPS—Population 1,423. On Phillips & Rangley R. R., Sandy River and Rangley Lake. Farming section almost exclusively, with excellent fishing and hunting grounds. Annual value of manufactured products, \$100,000.00.

MAINE WOODS—Every Thursday. Fish and Game. Outing and Hotel. Established 1877. J. W. Brackette & Co., publishers. Subscription, \$1.50; local, \$1. Outing, claimed average circulation for year 1913, 4,523; Outing edition, 8 pages, local edition, 10 to 12 pages, 5 columns; length of columns, 18 in.; width 2½ in.

Advertising rates, 94 cts. an inch; one month, \$3.24; three months, \$6.59; six months, \$10.40; one year, \$15.60; local edi-

MAINE

tion alone, 40% of above rates. Reading notices, double display rates.

PORTLAND—Population 58,571. On Casco Bay with regular steamers to New York and Boston and 3 railroad terminals. Has fine harbor with a number of lines of coastwise and Trans-Atlantic steamers; extensively engaged in foreign and coast trade, industries include ship building, engines, locomotive and railroad cars, heavy iron forgings, electric elevator and motor and window screen factory, canneries and important fisheries. Annual value of manufactured products, exceeding \$10,000,000. Bank clearings during year 1913, \$107,770,017.00.

EASTERN ARGUS—Every morning, except Sunday. Democratic. Established 1803. Eastern Argus Publishing Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April, 1914, 7,700*; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 99 Exchange Street.

Advertising rates, nonpareil, 1 inch, one time, 75 cts.; two times, \$1; three times, \$1.25; one week, \$2; one month, \$4.25; three months, \$12.75; six months, \$22; one year, \$40. E. O. D. ⅔ daily rate; ½ inch, 2/3 of one inch rate. Open space within one year, 200 in., 25 cts.; 350 in., 22 cts.; 500 in., 20 cts.; 1,000 in., 17 cts. an inch. Reading notices, 15 to 25 cts. a line.

EXPRESS—Every evening except Sunday and **SUNDAY TELEGRAM** (which see). Republican. Established 1882. Evening Express Publishing Co., publishers. Subscription, \$5; sworn average circulation for year 1913, 19,537* net; 18 to 28 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 13 Monument Square.

Advertising rates, daily, per inch, one time, \$1; 3 times, \$2; one week, \$3.50; one month, \$12; three months, \$27; six months, \$48; one year, \$84. Larger space, pro rata; ½ inch advs., ⅔ of an inch rate; no display on first page. E. O. D. ⅔ of daily rate; preferred positions, ⅓, ⅒, ½ and ¾ additional. Open space within one year, 100 in., 75 cts. an inch; 250 in., 65 cts.; 500 in., 55 cts.; 1,000 in., or more, 50 cts. an inch. Extra composition oftener than one time a week, 10 cts. an inch. Reading notices, 25 cts. a line. First page, 50 cts. a line, with discount on 100 lines and over. Classified, 1c. a word.

PRESS—Every morning including **SUNDAY**. Republican. Established 1862. Portland Publishing Co., publishers. Subscription, daily, \$6; Sunday, \$1.50; sworn aver-

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age circulation for six months prior to April, 1914, daily, 10,956* net paid; Sunday, 5,200; daily, 8 to 16 pages; Sunday, 20 pages; daily or Sunday, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Monument Square.

Advertising rates, daily, 4 cts. a line; 1,000 lines, 3 cts.; 2,500 lines, 2½ cts.; 5,000 lines, 2 cts. a line; mail order, resorts, schools, publishers or steamships, 2½ cts. a line, flat. Special position, 10 or 25% extra. Sunday, 2 cts. a line, flat. Readers, daily or Sunday, body type, 20 cts. a count line; nonpareil, 10 cts. a line. Classified, 1c. per word.

SUNDAY TELEGRAM—Every Sunday. Independent. Established 1887. Evening Express Publishing Co., publishers. Subscription, \$1.50; sworn detailed average circulation for year 1913, 13,002* net; 24 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 13 Monument Square.

Advertising rates, per inch, one time, 75 cts.; one month, \$2.25; three months, \$6; six months, \$9; one year, \$15. Position, ⅓, ⅒, ½ and ¾ additional. Open space within one year, 100 in., 55 cts. an inch; 250 in., 50 cts.; 500 in., 45 cts.; 1,000 in., 40 cts. an inch. Reading notices, 25 cts. a line; first page, 50 cts. a line. Classified, 1c. a word.

WATERVILLE—Population 11,458. Located in center of State on Kennebec River and Maine Central R. R. Has fine water power. Flour, pulp, paper, woolen, cotton and saw mills; furniture works; shoe factory; machinery and railroad repair shops. Seat of Colby College.

CIVIC LEAGUE RECORD—Monthly. Reform. Established 1900. Christian Civic League of Maine, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 8,000; 16 pages, 2 columns; length of columns, 9 in.; width 3 in.

Advertising, ⅓ page, one time, \$1; ¼ column, \$1.75; ½ column, \$3; one column (8½ in.), \$5. Reduced rate for continued insertions.

SENTINEL—Every morning except Sunday. Democratic. Established 1904. Waterville Sentinel Publishing Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 6,299* net paid; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 50 cts. an inch; 100 in. or more within one year, 40 cts.; 250 in., 25 cts.; 500 in., 20 cts.; 1,000 in. or more, 17 cts. an inch; preferred position, 20% extra. Reading notices, 10 cts. a line. Classified, 25 cts. for 4 lines or less, 3 times; 10 cts. each additional line.



MARYLAND

BALTIMORE—Population 558,485, covering an area of only 31½ square miles, on Patapsco River, 14 miles from Chesapeake Bay, having a spacious harbor and a very large export trade in grain. Twenty foreign steamship lines with regular sailings. Six railroads. Three trunk lines with elevator, commodious terminals and facilities for import and export trade. Principal items of manufacture: copper product, cotton goods, brick, fertilizer, flour, boots, shoes, straw hats, clothing, canned goods, machinery and steel rails. Seat of Johns Hopkins University, Peabody Institute, Goucher College for women, Medical and Dental Institutes and Pratt Free Library. Asylums for deaf, dumb, insane and blind also located here. Annual value of manufactured products, \$265,000,000.

AFRO-AMERICAN LEDGER—Every Saturday. African. Independent. Established 1892. Afro-American Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 6,000; 8 pages, 6 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 628 N. Eutaw Street.

Advertising rates upon application.

AMERICAN—Every morning including SUNDAY, and SEMI-WEEKLY. Tuesdays and Fridays. Republican. Established 1773. Chas. C. Fulton & Co., proprietors; Felix Agnus, publisher. Subscription, daily, \$3; Sunday, \$1.50; Semi-weekly, \$1; sworn average circulation for six months prior to April 1, 1914, daily, 78,135* net; Sunday, 104,913* net; Semi-weekly, claimed average for year 1913, 11,060; daily, 14 to 18 pages (Sunday, 58 pages; semi-weekly, 12 pages), 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 15 cts.; Sunday, 20 cts. a line; 1,000 lines within one year, 12 or 18½ cts.; 3,000 lines, 11 or 17½ cts.; 5,000 lines, 10 or 15 cts. a line, for daily or Sunday respectfully; for position, next reading, add 2 cts. a line; following next reading, add 3 cts. a line; top of column and next reading, add 5 cts. a line; special position on special pages, add 10 cts. a line; next reading, advertisements must be at least 14 lines deep; other positions, 42 lines deep. Financial, daily, 15 cts. a line, flat; Sunday, 20 cts.; strictly mail order advertising, daily, 12 cts. a line, flat; Sunday, 18½ cts. Reading notices, daily or Sunday, 50 cts. a line, Editorial page, 75 cts.; telegraphic readers, \$1 a line; telegraphic medical readers, \$2 a line. Classified, agents, for sale or real estate, daily, 10 cts.; Sunday, 15 cts.; business chances, financial or special notices, daily, 15 cts.; Sunday, 20 cts.; personals, 25 cts. a line, daily or Sunday. Twice-a-week American, display, 20 cts. a line; 3 months, \$2; 6 months, \$3.75; one year, \$5 a line. Local notices, editorial page (marked), 25 cts. a line.

See advertisement on page 494.

AMERICAN JOURNAL OF NURSING—See New York City.

ATLANTIC EDUCATIONAL JOURNAL—Monthly. Educational. Established 1905. Maryland Educational Publishing Co., publishers. Subscription \$1; claimed circulation for six months, ending April, 1914, 14,700; 40 pages, 2 and 3 columns; length of columns, 10¼ in.; width, 2¼ and 3¼ in. Office, 19 West Saratoga Street.

Advertising rates, \$2 an inch; three months, \$5; six months, \$8; one year, \$15; 2 in., one time, \$3.50; 3 in., \$4.50; 4 in., \$5.50; ¼ page, one time, \$9; ½ page, \$16; one page, \$30.

BALTIMORE AND OHIO EMPLOYEES' MAGAZINE—Monthly (5th). R. R. employees and officials. Established 1912. Baltimore & Ohio R. R. Co., publishers. Subscription, \$1; for free distribution to employees; claimed average circulation for year 1913, 42,000; 96 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Cannot use matrices. Forms close 25th of preceding month. Office, Railway Exchange.

Advertising rates, 20 cts. a line; full page (224 lines), \$44.80. Special positions, 20% additional.

See advertisement on page 430.

BAYERISCHES WOCHENBLATT (Bavarian Weekly).—Every Wednesday. German. Established 1880. August Strauff & Co., publishers. Subscription, \$2.50; claimed average circulation for year 1913, 9,599; 8 pages, 6 columns; length of columns, 19 in.; width, 2½ in. Office, No. 11 Front St.

Advertising rates, \$1 an inch; subsequent insertions, 50 cts.; 1 inch, one month, \$3; three months, \$5; six months, \$8; one year, \$15. Reading notices, 10 cts. a line.

DEUTSCHE CORRESPONDENT—Every morning including SUNDAY. German. Democratic. Established 1841. Edward Raine, publisher. Subscription, daily and Sunday, \$7.50; claimed average circulation for year 1913, daily, 8,689* net; Sunday, 10,200* net; 8 to 56 pages, 7 columns; length of columns, 20½ in.; width, 2 in. Can use matrices. Office, 413 East Baltimore Street.

Advertising rates, \$1.80 an inch; three times, \$3.60; six times, \$6.20; one month, \$15; three months, \$30; six months, \$50; one year, \$75; 1,000 lines, within one year, 8 cts. a line; 2,000 lines, 7 cts.; 3,000 lines, 6 cts.; 5,000 lines, 5 cts. a line. Position extra. 1st page, or 4th page reading notices, 20 cts. per line, with discount on 1,000 lines and over.

FARMERS AND PLANTERS GUIDE—Monthly. Agricultural. Established 1864. Geo. O. Gover, publisher. Subscription, 25 cts.; claimed average circulation for year 1913, 19,728; 16 pages, 4 columns; length of

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columns, 12 in.; width, $2\frac{1}{2}$ in. Forms close 25th of preceding month. Office, 110 South Charles Street.

Advertising rates, agate, 8 cts a line, flat. Reading notices, 15 cts. a line. Classified, 1c. a word.

JEDNOSCYNITY—Every Thursday. Polish. Non-political. Established 1907. Polish Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 10,000; 8 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Office, 701 S. Ann Street.

Advertising rates, 50 cts. an inch; 4 times, \$1.50; 13 times, \$4.20; 26 times, \$7.20; 52 times, \$12.

JEWISH EXPONENT—See Philadelphia, Pa.

JOURNAL OF EDUCATIONAL PSYCHOLOGY—Monthly. Educational. Established 1910. Warwick & York, (Inc.), publishers. Subscription, \$2.50; claimed circulation for year ending April 30, 1914, 5,490; 72 pages, 2 columns, length of columns, 8 in.; width, $2\frac{1}{2}$ in. Office, 19 West Saratoga Street.

Advertising rates, \$2.50 an inch; three months, \$6.25; six months, \$11.25; 10 times, \$17.50; two in., \$4.50; three months, \$11.25; six months, \$20.25; ten times, \$31.50.

KATHOLISCHE VOLKS ZEITUNG—Every Saturday. German. Catholic. Established 1860. Kreuzer Brothers, publishers. Subscription, \$2.50; claimed average circulation for year 1913, 7,000; 8 pages, 6 columns; length of columns, 19½ in.; width, $2\frac{1}{2}$ in. Office, 212 North Calvert Street.

Advertising rates, nonpareil, per inch, one time, \$1; one month, \$3; three months, \$8; six months, \$14; one year, \$25; 2 in., one month, \$5.50; one year, \$42. Reading matter, 15 cts. per line.

MANUFACTURERS RECORD—Every Thursday. Industrial. Established 1882. Manufacturers Record Publishing Co., publishers. Subscription \$4. claimed average circulation for year 1913, 10,500. 00 pages, 4 columns, length of columns, 13 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, South Water and Commerce Streets.

Advertising rates, upon application.

MERCHANTS' AND MANUFACTURERS' JOURNAL—Monthly (25th). Trade. Established 1904. Merchants' and Manufacturers' Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 6,200; 64 pages, 2 columns; length of columns, 10 in.; width, $3\frac{3}{4}$ in. Forms close 10th. Office, Light and Lombard Streets.

Advertising rates, full page, \$45.00; $\frac{1}{2}$ page, \$25; $\frac{1}{4}$ page, \$13.50; $\frac{1}{8}$ page, \$8; $\frac{1}{16}$ page, \$4.50, with discounts on six or twelve time contracts. Additional charge of 15% for color in red. For sale or wants, 4 cts. a word.

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NEWS—Every evening including SUNDAY. Independent. Established 1872. The News Publishing Co., publishers. Subscription, \$3; Sunday, 50 cts.; sworn average circulation for six months ending April 30, 1914, daily, 70,930* net; Sunday, 55,893* net; 12 to 34 pages, 8 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, Munsey Building, Calvert and Fayette Sts.

Advertising rates, daily or Sunday, 20 cts.; 1,000 lines, on yearly contract, 16 cts.; 52 times or 2,500 lines, 15 cts.; 104 times or 5000 lines, 14 cts.; 156 times or 10,000 lines, 13 cts. a line, 2 columns wide must be 28 lines deep; 3 columns, 70 lines; 4 columns, 100 lines; 5 columns, 125 lines; 6 columns or more, 150 lines deep. Preferred position 10 and 25% extra. In combination with the Sunday editions of Washington, D. C. Times, Philadelphia Evening Times and New York Press, 45 cts. per line, flat. Reading notices, \$1 a line; first page, \$2 a line. Resorts, one time, 15 cts.; seven times, 12 cts. Every day for one month 10 cts. a line; 30 consecutive insertions, 9 cts. a line. New Publications, 15 cts. a line, flat; educational daily only, \$1.50 a line per month; daily and Sunday, \$1.75 per line per month; e. o. d. for one month, \$1.20 per line. Automobile, 20 cts per line; 1,000 lines, 15 cts.; 2,500 lines, $14\frac{1}{2}$ cts.; 5,000 lines, 14 cts.; 10,000 lines, 13 cts. per line. Classified, 10 cts. a line.

ROYAL SERVICE—Monthly (1st). Baptist Home and Foreign Missions. Established 1905. Home & Foreign Missionary Society, publishers. Subscription, \$—; circulation, —first insertion as monthly October 1914—15,000; 00 pages, 2 columns, length of columns, 8 in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 20th of month preceding. Office, 15 West Franklin Street.

Advertising rates, 15 cts. a line, flat. Back cover pages, 30 cts. a line.

SOUTHERN METHODIST—Every Thursday. Religious. Established 1904. Southern Methodist Publishing Co., publishers. Subscription, \$1; claimed average circulation for year, 1913, 7,200; 16 pages, 3 columns; length of columns, 11 in.; width, 2 in.

Advertising rates, 50 cts. an inch, with discount for space.

STAR—Every evening except Sunday. Republican. Established 1908. Chas. C. Fulton & Co., proprietors. Felix Agnus, publisher. Subscription, \$3; sworn average circulation six months prior to April, 1914, 43,281* net; 14 to 18 pages, 8 columns; length of columns, 21 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 1,000 lines, within one year, 8 cts.; 3,000 lines, 7 cts.; 5,000 lines, or more, 6 cts. a line. Financial, 10 cts. a line, flat; strictly mail order advertising, 8 cts. a line, flat. Special positions 3, 5 or 10 cts. a line additional. Reading notices, 50 cts. a line; on editorial

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page, 75 cts.; telegraphic \$1 a line. Classified, 10 cts. a line.

See advertisement on page 494.

SUN—Every morning including SUNDAY, and every evening except Sunday. Independent. Established, daily, 1837. A. S. Abell Co., publishers. Subscription, daily, morning, \$3; evening, \$3; (Sunday only, \$1.50); sworn detailed average circulation, for nine months ending April 30, 1914, morning, 89,796* net paid; evening, 40,836* net paid; Sunday, 80,791* net paid; daily, 12 to 16 pages; Sunday, 56 to 60 pages; daily or Sunday, 8 columns; length of columns, 23 in.; width, 2½ in. Office, Baltimore and Charles Streets.

Advertising rates, all editions (M. & E.) of same day, count as one insertion, or Sunday, 25 cts. a line; 1,000 lines, 24 cts.; 2,000 lines, 23 cts.; 3,000 lines, 22 cts.; 5,000 lines, 20 cts. a line. Preferred position (next reading only), 10 cts. a line extra. Double column advertisements must be at least 130 lines deep on first page; 125 lines deep on last page; 50 lines deep on inside pages. Help wanted, 10 cts. a line. Financial, 25 cts. a line. Agents wanted, and all other classified, 15 cts. a line, morning and evening or Sunday; summer resorts and educational, morning and evening or Sunday, 20 cts. a line; 7 times, within one year, 15 cts.; 13 times, 12 cts.; 26 times, 11 cts.; 52 times, 10 cts.

CUMBERLAND—Population 21,839. On Potomac River, western terminus of Chesapeake and Ohio Canal and five railroads.

MARYLAND

Industries include iron and steel, the manufacture of glass, brick, cement and leather; extensive trade in bituminous coal.

ALLEGANIAN—See The Times.

NEWS—Every morning except Sunday. Republican. Established 1872. The Daily News Company, publishers. Subscription, \$3; claimed average circulation for year ending March 1914, 7,626* net paid; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 1,000 in., 18 cts. an inch.

PRESS—Every evening except Sunday. Independent. The American (Inc.), publishers. Subscription, \$3; circulation—not given by publisher; 10 to 16 pages, 7 columns; length of columns 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. an inch.

TIMES—Every evening except Sunday. Democratic. Also ALLEGANIAN every Thursday. Democratic and rural. Established, daily, 1854; weekly, 1833. Jno. W. Avirett, editor and publisher. Subscription, daily, \$3; weekly, \$1; sworn average circulation for six months ending March 31, 1914, daily, 9,772* net; weekly, for year 1913, 3,377; Daily and weekly, 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates on application.

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ATHOL—Population 8,536. On 2 railroads. Industries include the manufacture of paper and wood boxes, pocket books, sash, doors and blinds, silk thread, toys, combs, furniture, woolen cloths and boots and shoes; fine tools and twist drills; also machine shops.

HEALTHY HOME—Monthly. Domestic Hygiene. Established 1890. W. H. Brock & Co., publishers. Subscription, 50 cts.; claimed average circulation for year ending May, 1914, 21,991*; 8 to 12 pages, 6 columns; length of columns, 17 in.; width, 2½ in. Forms close first of preceding month.

Advertising rates, agate, 20 cts. a line. Discount, 5% on six months; 10% on one year. Additional discount for over two in. Reading notices, double display rate.

ATTLEBORO—Population 16,215. On N. Y., N. H. & H. R. R. Claimed to be the manufacturing jewelry center of America. Has water power and extensive manufactures of clocks, buttons, cotton goods, etc.

SUN—Every evening except Sunday. Established 1889. The Sun Publishing Co., publishers. Subscription, \$3; claimed average circulation for year, 1913, 4,834 net; 8 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 30 cts. an inch; 100 in., 25 cts.; 200 in., 20 cts.; 350 in., 18 cts.; 500 in., 17 cts.; 1,000 in., 15 cts. an inch. First page positions, 50%, other specified pages, 25% and next reading, 10% additional. Readers, first page, 20 cts. per count line; other pages, 15 cts. per line; 500 lines, 10 cts. per line. Classified, 1c per word.

BEVERLY—Population 18,650. On an inlet of the Atlantic and the Boston & Maine R. R. Extensive manufacture of ladies' boots and shoes and shoe manufacturing machinery. Navigation and fishing interests, more particularly cod fishery. Seat of New England Institute for the Deaf and Dumb. A well known summer resort. Annual value of manufactured products, \$16,

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500,000.00. Bank clearings during year 1913, \$6,750,000.00.

AMERICAN BENEFIT JOURNAL—Monthly. Fraternal. Established 1895. Chas. A. King, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 9,000; 4 to 8 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Cannot use matrices.

Advertising rates, \$1 an inch; \$1.50, \$2, \$2.50, \$3, \$3.50 and \$6 an inch for 2, 3, 4, 5, 6 and 12 months respectively. Special positions, 10% additional. Reading notices, 20 cts. per line.

BOSTON—Population 670,585. On Massachusetts Bay with regular steamer lines to all important domestic and foreign parts. Also a number of railroad lines. The center of the largest shoe manufacturing community in the world. The commercial metropolis of New England and one of the leading cities of the U. S. The greatest wool market in the country; also vast commerce in grain, cotton, sugar, flour and meats. Manufactures include musical instruments, machinery, clothing, iron ware, oleomargarine, books, refined sugar and many others. Center of interest for many buildings dating from the War of Independence, including Faneuil Hall, Old South Church and Old State-House. Boston Public Library, which includes half a million volumes, Harvard University, Tufts College and Institute of Technology.

ADVERTISER—Every morning except Sunday. Republican. Established 1813. James W. Dunphy, publisher. Subscription, \$6; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 309-311 Washington Street.

Advertising rates, agate, daily, 1st page, 25 cts. per line; financial page, 20 cts.; 4th and 8th pages, 15 cts. Ordinary, 12½ cts. a line. Special notices, 25 cts. Business notices, first page, 75 cts.; fifth or eighth pages, 50 cts. Locals, \$1 per line.

AMERICAN—Every evening except Sunday and SUNDAY MORNING. Independent. Democratic. Established 1904. W. R. Hearst, proprietor. Sworn average circulation for six months prior to April, 1914, daily, 371,911* net paid; Sunday, 352,937* net paid; daily, 12 to 24 pages; Sunday, 76 to 80 pages; daily or Sunday, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 35 cts. a line; next reading, 40 cts.; full position, 45 cts.; page 2 or 3 or sport pages, 40 cts.; women's pages, 50 cts.; automobile, 25 cts. a line. Double column advertisements must be 42 lines; 3 columns, 75 lines; 4 columns, 100 lines; 5 columns, 140 lines deep. Classified, daily or Sunday, 25 cts. a line; 3 days in a week, 22½ cts.; 7 con-

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secutive days, 20 cts.; 4 consecutive Sundays, 20 cts. a line. Reading notices, \$1 a line; first page, \$3 a line.

AMERICAN AGENCY BULLETIN—Monthly (1st). Fire Insurance. Established 1902. National Association of Local Fire Insurance Agencies, publishers. Subscription, \$2; detailed average circulation for year 1913, 6,534*; 00 pages, 4 columns, length of columns, 11½ in.; width, 2½ in. Can use matrices. Forms close, 20th of month preceding. Office, 55 Kilby Street.

Advertising rates, \$3 an inch; full page, \$150; ½, ¼, or ⅓ page pro rata, with discounts on yearly contracts.

AMERICAN COOKERY—Monthly, except July and September. Culinary Art. Established 1896. Boston Cooking School Magazine Co., publishers. Subscription, \$1; claimed circulation for year 1913, 32,239; 80 to 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th preceding month. Office, 372 Boylston Street.

Advertising rates, agate, 25 cts. a line; one page, \$50; ½, ¼ and ⅓ pages, pro rata. Discount, ten times or 500 lines to be used within one year, 20%.

AMERICAN CULTIVATOR—Every Saturday. Agricultural and Live Stock. Established 1837. American Cultivator Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, 20,000; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Office, 58-62 Summer Street.

Advertising rates, agate, 16½ cts. a line; preferred position, 20 cts. a line. Reading notices, 50 cts. a line.

AMERICAN FANCIER AND STOCK KEEPER—Every Saturday. Dogs, Poultry, Pigeons and Pet Stock. Established 1888. American Fancier and Stock Keeper Co., publishers. Subscription, \$1; claimed average circulation for 1912, 7,000; 16 to 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 36 Bromfield Street.

Advertising rates, \$1 an inch, first time; 60 cts. each subsequent insertion.

AMERICAN HORSE BREEDER—Every Wednesday. Trotting Horse Interests. Established 1881. Horse Breeder Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 16 pages or more, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 161 High Street.

Advertising rates, \$3 an inch, with discounts for continued insertion, upon application.

AMERICAN WOOL AND COTTON REPORTER—Every Thursday. Textile. Frank P. Bennett & Co., (Inc.), publishers. Subscription, \$3; detailed average circulation for year 1913, 8,400*; 32 pages, 4 columns;

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length of columns, 13½ in.; width, 2¼ in. Office, 530 Atlantic Avenue.

Advertising rates, \$2.80 an inch; three months, \$25; six months, \$45; one year, \$75. Reading notices, 50 cts. per brevier line.

See advertisement on page 525.

ANZEIGER—Every Thursday. German. Independent. Established 1888. Boston Anzeiger Co., publishers. Subscription, \$1; claimed average circulation for 1913, 6,800; 8 pages, 7 columns; length of columns, 19¾ in.; width, 2¼ in. Can use matrices. Office, 200 Devonshire Street.

Advertising rates, 5 cts. a line; on contract, 1,000 lines, 4 cts.; 2,000 lines, 3¾ cts.; 3,000 lines, 3½ cts.; 4,000 lines, 3¼ cts.; 5,000 lines, 3 cts. a line; first page, 25% extra; other positions, 20% extra. Reading notices, 10 to 25 cts. a line. No charge for translation.

ATLANTIC MONTHLY—Monthly. Literary. Established 1858. The Atlantic Monthly Co., publishers. Subscription, \$4; guaranteed circulation for year 1914-15, 40,000; 144 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 5th of preceding month. Office, 4 Park Street.

Advertising rates, agate, 50 cts. a line; full page, \$100; ¼ or ½ page, pro rata.

BANKER AND TRADESMAN—Every Saturday. Financial and Real Estate. Established 1872. The Review and Record Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 10,000; 64 pages, 3 columns; length of columns, 11 in.; width, 2¼ in. Office, 127 Federal Street.

Advertising rates, \$2 an inch; 50 in., \$1.50; 100 in., or more, \$1.25 an inch.

BOOT AND SHOE RECORDER—Every Saturday. Trade. Established 1882. Boot and Shoe Recorder Publishing Co., publishers. Subscription, \$2.50; claimed average circulation for year 1913, average, 8,200; 112 to 200 pages, 2 columns; length of columns, 10¼ in.; width, 3¾ in. Office, 179-193 South Street.

Advertising rates, \$3.50 an inch; on 2 column pages, 50% additional; ½ page, one time, \$12.50; ¼ page, \$23; ½ page, \$35; one page, \$60.

BRICK BUILDER—See New York City.

BRITISH AMERICAN—See Philadelphia, Pennsylvania.

BUDGET AND BEACON—Every Saturday. Home. Established 1879. The Budget Co., publishers. Subscription, \$2; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can use matrices. Office, 62-64 Summer Street.

Advertising rates, agate, 15 cts. a line, with time discounts. Financial advertisements, 16% cts. a line.

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CHRISTIAN—Monthly (1st). Religious. Undenominational. Established 1866. H. L. Hastings & Son, publishers. Subscription, \$1; claimed average circulation for year 1913, 5,500; 16 pages, 3 and 4 columns, length of columns, 12 in.; width, 3 or 2¼ in. Can not use matrices. Forms close 20th of month preceding. Office, 211 Tremont Street.

Advertising rates, 15 cts. a line.

CHRISTIAN ENDEAVOR WORLD—Every Thursday. Evangelical. Established 1886. Golden Rule Co., publishers. Subscription, \$1.50; sworn average circulation for year 1913, 76,637* net; 20 pages, 4 columns; length of columns, 13¼ in.; width, 2¼ in. Forms close 10 days in advance. Office, Mt. Vernon and Hancock Streets.

Advertising rates, agate, 45 cts. per line; full page (748 lines), \$300. Educational, 35 cts. a line. Reading notices, 85 cts. a line. Classified, 4 cts. a word.

CHRISTIAN REGISTER—Every Thursday. Unitarian. Established 1821. Christian Register Association, publishers. Subscription, \$3; claimed circulation for 1913, 7,200; 28 to 32 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Office, 272 Congress Street.

Advertising rates, agate, 10 cts. a line. Discount, 10% on four times; 15% on eight times; 25% on three months; 30% on six months; 35% on one year.

CHRISTIAN SAFEGUARD—Monthly. Religious. Undenominational. Established 1866. H. L. Hastings and Sons, publishers. Subscription, \$1; claimed average circulation for year 1913, 5,200; 16 pages, 3 and 4 columns; length of columns, 13 in.; width, 2¼ in. and 2/9 in. Forms close 21st preceding month. Office, 211 Tremont Street.

Advertising rates, agate, 15 cts. a line; discount, 10% on six months; 15% on one year.

CHRISTIAN SCIENCE MONITOR—Every day except Sunday. Independent. Established 1908. The Christian Science Publishing Society, publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 55,425* net paid; 16 to 44 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Falmouth and St. Paul Streets.

Advertising rates, agate, 25 cts. a line; 500 lines, within one year, 24 cts.; 1,000 lines, 23 cts.; 1,500 lines, 22 cts.; 2,000 lines, 21 cts.; 26 times, or 2,500 lines, 20 cts.; 3,750 lines, 19 cts.; 52 times, or 5,000 lines, 18 cts.; 104 times, or 10,000 lines, 17 cts.; 156 times, or 15,000 lines, 16 cts.; 312 times, or 20,000 lines, 15 cts. a line. Classified, 12 cts. a line; 3 or more insertions, 10 cts. Classified, displayed, 15 cts. a line; 13 insertions, 12 cts.; 26 or more insertions, 10

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cts. a line. Hotels, resorts and schools, 15 cts. a line with discount on 13 or more insertions; 26 or more insertions, 12 cts. a line.

CHURCH MILITANT—Monthly, except June, July, August and September. Episcopal. Established 1898. Irving P. Fox, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 5,100; 16 to 20 pages, 3 columns; length of columns, 8½ in.; width, 2½ in. Office, Sudbury Building.

Advertising rates, \$2 an inch; \$40 per page; ⅓, ¼ and ½ pages, pro rata.

COMMERCIAL—Every Saturday. Financial and Commercial. Established 1884. Chas. T. Dukelow, publisher. George L. Walker, editor. Subscription, \$2; claimed average circulation for year 1913, 36,000; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 246 Washington Street.

Advertising rates, agate, financial, 30 cts. a line; mercantile, 20 cts. a line.

COMMERCIAL BULLETIN—Every Saturday. Established 1859. Curtis Guild & Co., publishers. Subscription, \$4; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 144 High Street.

Advertising rates, agate, 16½ cts. a line; second, fourth or eighth page, 20 cts.; first page, 25 cts. a line.

CONGREGATIONALIST AND CHRISTIAN WORLD—Every Thursday. Congregational. Established 1816. The Pilgrim Press, publishers. Subscription, \$3; claimed average circulation for year 1913, 23,700; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close Fridays preceding. Office, 14 Beacon Street.

Advertising rates, agate, 25 cts. a line, with a discount of 10, 15, 20, 25, 30 or 33½% on spaces of 100, 200, 300, 400, 1,000 or 1,600 lines. Reading notices, 50 cts. a line.

CURRENT AFFAIRS—Every Monday. Commercial. Established 1910. Boston Chamber of Commerce, publishers. Subscription, \$1; claimed average circulation for year 1913, 6,000; 8 to 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, Chamber of Commerce Building.

Advertising rates, \$1.50 an inch, with discounts of 5, 10 or 15% on time or space contracts for 13 times or 100 in.; 26 times or 250 in.; 52 times or 500 in. within one year.

FATHER MATTHEW HERALD—Monthly. Catholic and Temperance. Established 1894. Edmond L. Grimes & Co., publishers. Subscription, \$1; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 25th of preceding month. Office, 132 Pearl Street.

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Advertising rates, agate, 15 cts. a line; reading notices, 25 cts. a line. Discount, 5, 10, and 20% on 3, 6 and 12 months, respectively.

FIBRE AND FABRIC—Every Saturday. Textile. Established 1885. Jos. M. Wade Publishing Co., publishers. Subscription, \$2; detailed average circulation for 1913, 6,649*; 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 127 Federal Street.

Advertising rates, transient, \$2 an inch; discount for time and space on application.

GAZETA BOSTONSKA—Every Friday. Polish-Independent. Established 1910. Boston Gazette Company, publishers. Subscription, \$1.50; claimed average circulation for year 1913, 9,500; 16 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 213 Hanover Street.

Advertising rates, 40 cts. an inch; 1 inch one month, \$1.50; two months, \$2.85; three months, \$4; six months, \$7.50, or for one year, \$14. Discount of 10% when electrotypes are furnished. Translations free. Reading matter (8 point), 15 cts. a line.

See advertisement on page 488.

GAZZETTA DEL MASSACHUSETTS—Every Friday. Italian. Independent. Established 1896. James V. Donnaruma, editor. Subscription, \$1; sworn average circulation for year ending June 30, 1914, 10,500; 4 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 141 Richmond Street.

Advertising rates, agate, 7 cts. a line; one inch, 4 weeks, \$2.50; three months, \$6.50; six months, \$11; one year, \$20, 1,000 lines within one year, 6 cts.; 2,000 lines, 5½ cts.; 3,000 lines, 5 cts.; 5,000 lines, 4½ cts.; 10,000 lines, 3½ cts. a line. Reading notices, 15 cts. a line; first page, 20 cts. a line.

GLOBE—Every morning and every evening except Sunday, and **SUNDAY GLOBE**. Independent. Established 1872. The Globe Newspaper Co., publishers. Subscription, daily, \$6; Sunday, \$2.50; sworn average circulation for six months prior to April, 1914, daily, 156,711* net paid; Sunday, 276,010* net paid; daily, 12 to 24 pages; Sunday, 60 to 90 pages, 8 columns; length of columns, 21 6/7 in.; width, 2 in. Can use matrices. Office, 242 Washington Street.

Advertising rates, daily, morning and evening editions included, run of paper, last or inside pages (except editorial or local), 30 cts. a line; editorial page, 35 cts.; first page, 75 cts.; local and automobile, 25 cts. New publications, financial or railroads, 30 cts. Reading notices (nonpareil), \$1.25; first page, \$2.50 a line. Sunday, run of pages, outside section pages, new publications, financial or railroads, 30 cts. a line; main section or first page of second section, 35 cts. a line; editorial page or political, 40 cts. a line; first pages, \$1 a line.

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Reading notices (nonpareil), \$1.50; first page, \$3 a line; classified, daily or Sunday, agents, automobiles, business chances, miscellaneous, schools and colleges or sporting goods, 15 cts.; displayed, 25 cts. a line; business personals, displayed or undisplayed, 30 cts.; hotels, displayed or undisplayed, 25 cts.; real estate, 12½ cts.; displayed, 25 cts.; toilet articles, 20 cts.; displayed, 25 cts.; wines and liquors, 25 cts. a line, displayed or undisplayed.

GRAPHIC ARTS—Monthly. Craftsmanship of Advertising. Established 1911. Graphic Arts Co., publishers. Subscription, \$3; circulation—not given by publisher; 80 pages, 2 columns; length of columns, 9¾ in.; width, 3¼ in. Forms close 15th of each month preceding publication.

Advertising rates, ¼ page, one time, \$11; ¼ page, \$20; ½ page, \$7.50; one page, \$70. Discount on 3 or more insertions.

HAPPYLAND MAGAZINE—Monthly (25th). Juvenile. Established 1887. L. A. Rankin & Co., publishers. Subscription, \$1; claimed average circulation for 1913, 10,611; 68 pages, 2 columns; length of columns, 8 in.; width, 2 in. Can use matrices. Forms close 1st of preceding month. Office, 41 Pearl Street.

Advertising rates, \$4.50 an inch; full page, \$50; ½ page, \$27.50. Discounts of 5 or 10% on six or twelve months contract.

HARVARD ALUMNI BULLETIN—Every Wednesday. (38 issues during College year.) Educational. Established 1898. Harvard Bulletin (Inc.), publishers. Subscription, \$3; sworn average circulation for college year ending June, 1914, 8,129*; 8 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Can use electrotypes. Forms close one week in advance. Office, 50 State Street.

Advertising rates, agate, \$1.50 an inch; \$1 an inch to colleges, schools and societies; ½ page, \$12; full page \$23.

HERALD—See The Traveler, Boston.

HIBERNIAN—Semi-Monthly. (1st and 15th). Irish Nationalist. Established 1899. Francis A. Campbell editor and publisher. Subscription \$1; circulation—not given by publisher, 60 pages, 4 columns, length of columns, 15 in.; width, 2½ in. Cannot use matrices. Forms close 25th of month preceding and 10th of current month. Office, 8 Beacon Street.

Advertising rates, agate, 13 cts. a line; second or last pages, 15 cts. a line.

HOME NEEDLE WORK MAGAZINE—Monthly. Fancy Work. Established 1889. The Priscilla Publishing Co., publishers. Subscription, 75 cts.; circulation—not given by publisher; 48 to 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use

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matrices. Forms close 25th of preceding month. Office, 85 and 87 Broad Street.

Advertising rates, agate, 50 cts. a line; full page (224 lines), \$80; ½ and ¼ pages, pro rata.

JEWISH AMERICAN—Every Friday. Hebrew. Independent. Established 1908. Jewish-American Press Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 32 pages, 4 columns; length of columns, 14 in.; width, 12½ in. Can use matrices.

Advertising rates, \$1 an inch, with discounts for time and space.

JOURNAL—Every morning, except Sunday. Independent. Established 1833. Matthew Hale, publisher. Subscription, daily, \$3; circulation—not given by publisher; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2 in. Can use matrices. Office, 268 Washington Street.

Advertising rates, agate, run of paper, 20 cts. a line; 52 insertions, or 2,500 lines, to be used within one year, 16 cts.; 104 insertions, or 5,000 lines, 15 cts.; 156 insertions, or 10,000 lines, 12½ cts. per line. Preferred position 10 and 25% extra. Special pages; first 50 cts.; last, editorial or opposite editorial, 30 cts. a line. Daily periodicals, 20 cts., flat; financial, insurance, notices or public service, 25 cts. a line, flat. Reading notices, \$1; last page, \$1.50; first page, \$2 a line. Classified, 10 cts. a line; displayed, railroad and steamship time tables or hotels and resorts, 12½ cts. a line. Double columns must be at least 30 lines deep; triple columns, 40 lines; 4 columns in width, 50 lines deep. Automobile advertising, 20 cts. a line; 1,000 lines within one year, 18 cts.; 2,500 lines, 16 cts.; 5,000 lines, 15 cts.; 10,000 lines, 12½ cts. a line.

JOURNAL OF EDUCATION—Every Thursday. Educational. Established 1875. New England Publishing Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 28 pages, 3 columns; length of columns, 10¼ in.; width, 2½ in. Office, 6 Beacon Street.

Advertising rates, agate, 20 cts. a line; one inch, \$2.10; one page, \$50; ¼ page, \$15; ½ page, \$25.

KELEIVIS—(Traveler)—Every Thursday. Lithuanian. Independent. Socialist. Established 1905. J. G. Geguzis & Company, publishers. Subscription, \$1.50; sworn average circulation for year ending May, 1914, 18,075*; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can not use matrices. Office, 28 Broadway.

Advertising rates, 75 cts. an inch.

KNIGHTS OF HONOR REPORTER—Monthly. Established 1875. John F. Biggs & Co., publishers. Subscription, 50 cts.; circulation—not given by publisher; 8 pages,

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2 columns; length of columns, 10 $\frac{1}{4}$ in.; width, 3 $\frac{3}{4}$ in. Forms close 20th preceding month. Office, 34 High Street.

Advertising rates, \$1 an inch, flat.

MASSACHUSETTS MEDICAL JOURNAL—Monthly. Medical. Established 1881. Bay State Publishing Co., publishers. Robert A. Reid, M. D., editor. Subscription, \$1; claimed average circulation for year of 1913, 10,231 net; 48 pages, 1 column; length of column, 6 $\frac{1}{2}$ in.; width, 4 $\frac{1}{4}$ in. Forms close 20th preceding month. Office, 36 Bromfield Street.

Advertising rates, full page, \$30; $\frac{1}{2}$ page, \$20; $\frac{1}{4}$ page, \$10; $\frac{1}{8}$ page, \$8, with discount on 3, 6 or 12 month contracts

MATHEWS (JULIUS) LIST—Consisting of 35 New England local dailies, covering the States of Maine, New Hampshire, Vermont, Massachusetts and Connecticut. Sworn average circulation for six months ending March 31, 1914, 335,557* net paid; Office, 1 Beacon Street.

Advertising rates, only one cut and one piece of copy required, agate display, \$1.50 a line flat, which includes trade aid work on orders of \$500 or more.

See advertisement on page 473.

MISSIONARY HERALD—Monthly (18th). Congregational. Established 1804. American Board of Commissioners for Foreign Missions, publishers. Subscription, 75 cts.; claimed average circulation for year 1913, 13,000; 60 pages, 4 $\frac{1}{2}$ by 8 in. Forms close 10th of current month. Office, 14 Beacon Street.

Advertising rates, \$17 per page; first page and two last cover pages, \$20; smaller space pro rata.

MISSIONS—Monthly. Religious. Established 1910. Official organ of the American Baptist Home and Foreign Missionary Societies and Publication Society, (joint publishers). Subscription, 75 cts.; claimed average circulation for 1913, 53,000; 96 pages and cover, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{4}$ in. Can not use matrices. Forms close 5th of preceding month. Office, 700 Ford Building.

Advertising rates, $\frac{1}{4}$ page, \$12.50; $\frac{1}{2}$ page, \$25; one page, \$50.

MODERN PRISCILLA—Monthly. Fancy Work. Everyday Housekeeping. Established 1887. The Priscilla Publishing Co., publishers. Subscription \$1; sworn detailed average circulation for year, 1913, 425,185*; 40 to 60 pages, 4 columns; length of columns, 12 in.; width, 2 $\frac{1}{4}$ in. Forms close 5th of second preceding month. Can use matrices. Office, 83-87 Broad Street.

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Advertising rates, agate, \$2 a line; full page (672 lines), \$1,140; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata; back cover page, (2 colors), \$1,375. See advertisement on page 434.

MUSICIAN—Monthly. Musical. Established 1896. Oliver Ditson Co., publishers. Subscription, \$1.50; claimed average circulation for 1913, 30,000; 72 pages and cover, 3 columns; length of columns, 11 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Forms close 1st preceding month. Office, 150 Tremont Street.

Advertising rates, agate, 25 cts. a line.

NATIONAL MAGAZINE—Monthly. Literary. Established 1894. The Chapple Publishing Co. (Ltd.), publishers. Subscription, \$1.50; circulation—not given by publisher; 256 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 12th of second preceding month. Office, 952 Dorchester Avenue.

Advertising rates, agate, \$1 a line; one page, \$200; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages pro rata. Discount, 10% on one year, or three pages or more used within one year. Classified (3 lines minimum), \$1 per agate line.

NATIONAL SPORTSMAN—Monthly. Sports. Established 1898. The National Sportsman (Inc.), publishers. Subscription, \$1; claimed average circulation for year 1913, 70,000; 160 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 5th of preceding month. Office, 73 Federal Street.

Advertising rates, agate, 45 cts. a line; 1 inch, \$6.25; one page, \$100; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata. Discount, 5% on three pages; 10% on six pages.

NEW ENGLAND MAGAZINE—Monthly. Literary. New England Magazine Company, publishers. Subscription, \$1.75; circulation—not given by publisher; 128 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 10th of preceding month. Can use matrices. Office, Pope Building.

Advertising rates, 7 lines or more, 33 $\frac{1}{2}$ cts. a line; per page, \$75; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata. Discount, 3 pages within one year or 12 insertions, 10%; 6 pages, 15%; 12 pages, 20%.

NEWS BUREAU—Every morning and evening except Sunday. Financial. Established 1887. Boston News Bureau Co. publishers. Subscription, \$12; claimed average circulation for year 1913, 9,625; 8 pages, 3 columns, length of columns, 17 $\frac{1}{2}$ in.; width, 3 $\frac{1}{2}$ in. Can use matrices. Office, 30 Kilby Street.

Advertising rates, agate appearing in both editions, 30 cts. a line; one time a week for one year, or 3,000 lines within one year 25 $\frac{1}{2}$ cts. each; two times a week or 6,000 lines

Copy is King; but the King must have his chancellors, his ministers, his COUNSELORS.

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24 cts.; three times or 9,000 lines 22½ cts. a line.

OUR DUMB ANIMALS—Monthly (1st.) Humane Education. Established 1868. Massachusetts Society for the Prevention of Cruelty to Animals, publishers. Subscription, \$1; claimed average circulation for year 1913, 58,429; 20 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close 1st of month preceding.

Advertising rates, \$5 an inch, flat; outside back cover, full page \$200; ½ or ¼ page pro rata. For each additional color (yellow, red, blue,) add 15%.

PHOTO-ERA—Monthly. Photographic. Established 1898. Wilfred A. French, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 9,000; 90 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th preceding month. Office, 381-383 Boylston Street.

Advertising rates, agate, ½ page, one time, \$9; ¼ page, \$18; ½ page, \$30; one page, \$60; 10% discount on yearly contracts.

PILGRIM TEACHER AND SUNDAY SCHOOL OUTLOOK—Monthly. Congregational. Established 1884. Luther H. Cary, publisher. Subscription, 50 cts.; circulation—not given by publisher; 48 to 100 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Forms close 50 days in advance. Office, 14 Beacon Street.

Advertising rates, agate, 15 cts. a line; ¼ page, \$7.50; ½ page, \$15; one page (200 lines), \$25; (outside cover page, \$30).

PILOT—Every Saturday. Catholic. Established 1829. Pilot Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 90,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 59 Temple place.

Advertising rates, agate, 1st page, 50 cts. an inch; third, fifth or eighth page, 25 cts.; 2nd, 6th, or 7th page, 20 cts. an inch. Reading notices, 75 cts. a line; first page, \$2 a line. Classified, 15 cts. a line; three or more insertions, 12½ cts. a line.

POPULAR EDUCATOR—Monthly. (Not issued in July and August.) Educational and Literary. Established 1876. Educational Publishing Co., publishers. Subscription, \$1.25; claimed average circulation for year 1912, 37,000; 48 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Forms close first of preceding month. Office, 50 Bromfield Street.

Advertising rates, agate, 20 cts. a line. ¼ page, \$22.50; ½ page, \$25; ¾ page, \$37.50; one page, \$70; inside cover, \$100; back cover, \$150. Classified, 30 cts. a line.

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POPULAR PHOTOGRAPHY—Monthly (25th of month preceding date of issue). Photographic. Established 1912. Frank R. Fraprie, publisher. Subscription, \$1; claimed average circulation for twelve months ending April, 1914, 9,000; 66 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 10th of month preceding date of issue. Office, 221 Columbus Avenue.

Advertising rates, \$3.75 an inch; ¼ page, \$6.25; ½ page, \$11.25; ¾ page, \$20; 1 page, \$37.50, with discounts on 3, 6 and 12 insertions.

POST—Every morning, including SUNDAY. Independent Democratic. Established 1831. E. A. Grozier, editor and publisher. Subscription, daily, \$3; Sunday, \$3; sworn average circulation for six months ending April 1, 1914, daily, 372,045* net paid; Sunday, 301,104* net paid; daily, 16 to 24 pages; Sunday, 74 pages, 8 columns; length of columns, 21 1/7 in.; width, 2½ in. Can use matrices. Office, 259 Washington Street.

Advertising rates, agate, daily, per line, 35 cts.; Sunday, 30 cts.; first page, daily or Sunday, 85 cts. a line; last page, daily, 40 cts.; Sunday, 35 cts.; financial, daily or Sunday, 30 cts. a line. New publication, 30 cts. daily, 25 cts. Sunday; automobile and amusements, daily, 30 cts.; Sunday, 25 cts.; outside pages of sections, daily, 35 cts.; Sunday, 30 cts.; no extra charge for cuts. Preferred positions on display advertising (minimum 42 lines), 10 and 20% extra. Classified, daily, or Sunday, ordinary wants, 15 cts. or if displayed, 20 cts. a line; astrology, clairvoyants, massage, detectives, matrimonial and personal, divorces, etc., 40 cts. a line; information wanted and dispensaries, solid or display, 30 cts. a line. Reading notices, inside pages \$1.00; last page, \$1.50; first page, \$2.

PRIMARY EDUCATION—Monthly. (Not issued in July and August.) Educational. Established 1893. Educational Publishing Co., publishers. Subscription, \$1.25; claimed average circulation for year 1913, 83,000; 48 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Forms close first of preceding month. Office, 50 Bromfield Street.

Advertising rates, agate, 30 cts. a line; ¼ page, \$25; ½ page, \$30; ¾ page, \$40; one page, \$75; inside cover, \$100; back cover, \$150. Classified, 35 cts. a line.

PROFITABLE POULTRY—Monthly. Poultry and Horticulture. Established 1910. Profitable Poultry Publishing Co., publishers. Subscription, 50 cts; sworn average circulation; for six months ending April 30, 1914, 10,086* net paid; 36 pages, 3 columns; length of columns; length of columns, 10 in.; width, 2½ in. Forms close 15th preceding month. Can not use matrices. Office, 29 Central St.

Advertising rates, agate, 15 cts. a line. Classified, 3 cts. per word.

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RECORD—Every evening except Sunday. Republican. Established 1884. J. W. Dunphy, publisher. Subscription, \$3; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20 $\frac{3}{4}$ in.; width, 21 $\frac{1}{2}$ in. Can use matrices. Office, 309-311 Washington Street.

Advertising rates, agate, 1st page, 30 cts. a line; 2d, 3d, 5th and 6th pages, 15 cts.; 4th and 8th pages, 20 cts.; 7th page, 12 $\frac{1}{2}$ cts. a line. Preferred position, 25% extra. Classified (no display), 1c. a word. Business notices, 40 to 60 cts. a line. Local notices, \$1 to \$1.50 a line.

REPUBLIC—Every Saturday. Democratic Catholic. Established 1882. The Republic Publishing Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 14 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Office, 200 Devonshire Street.

Advertising rates, agate, 20 cts. a line, with discounts of 10, 15, 20, 25, 30 or 33 $\frac{1}{3}$ % on 250, 500, 750, 1,000, 1,500 or 2,000 lines, respectively. Reading notices, 50 cts. a line.

SACRED HEART REVIEW—Every Saturday. Roman Catholic. Established 1885. Review Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 40,000; 16 pages, 4 columns; length of columns, 14 in.; width, 2 $\frac{1}{4}$ in. Office, Old South Building.

Advertising rates, agate, 20 cts. a line; discount, 5% on 250 lines; 10% on 500 lines; 20% on 1,000 lines. Reading notices, 30 cts. per line.

SAINT ANDREW'S CROSS—Monthly. Protestant Episcopal. Established 1886. Brotherhood of St. Andrew, publishers. Subscription, \$1; circulation—not given by publisher; 72 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 12th of preceding month. Office, 88 Broad Street.

Advertising rates, \$2.50 an inch; one page \$30; $\frac{1}{2}$ and $\frac{1}{4}$ pages, pro rata. Discount, 5 and 10% on 6 and 12 months, respectively.

SCHOOL ARTS MAGAZINE—Monthly, except July and August. Arts and Crafts. Established 1901. The School Arts Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 12,000; 120 pages, 2 columns; length of columns, 8 $\frac{1}{2}$ in.; width, 2 $\frac{3}{4}$ in. Forms close 5th. Can use matrices. Office, 120 Boylston Street.

Advertising rates, 40 cts. a line; on contract, 3 months, 39 cts.; 5 months, 38 cts.; 10 months, 36 cts. a line; minimum seven lines; \$5 an inch; \$50 per page; $\frac{1}{2}$ page, \$30; $\frac{1}{4}$ page, \$16; $\frac{1}{8}$ page, \$9.

SHOE AND LEATHER REPORTER—Every Thursday. Trade. Established 1857. Shoe and Leather Reporter Company, publishers. Subscription, \$5; claimed average circulation for year 1913, 5,500; 76 pages, 2

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columns; length of columns, 10 in.; width, 3 $\frac{3}{4}$ in. Cannot use matrices. Forms close Saturday. Office, 166 Essex Street.

Advertising rates upon application.

SHOEMAN—Semi-Monthly (7th and 21st—6 months). Monthly (21st—6 months). Trade. Established 1909. Arthur L. Evans Company, Inc., publisher. Subscription, \$1; claimed average circulation for year 1913, 6,000; 76 to 110 pages, 2 columns; length of columns, 9 $\frac{1}{4}$ in.; width, 3 $\frac{1}{2}$ in. Cannot use matrices. Forms close 1st and 15th. Office, 95 South Street.

Advertising rates, full page, \$50; on contract, 6 times, \$47.50; 12 times, \$42.50; 18 times, \$38; $\frac{1}{2}$ page, \$27, \$25, \$22 or \$20; $\frac{1}{4}$ page, \$16, \$15, \$13.50 or \$11.50, respectively. Want ads, \$3 an inch.

SHOE RETAILER—Every Saturday. Boots and Shoes. Established 1898. The Shoe Retailer Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 7,000; 84 to 90 pages, 2 columns; length of columns, 10 in.; width, 3 $\frac{3}{4}$ in. Office, 166 Essex Street.

Advertising rates, $\frac{1}{8}$ page, \$5.50; 4 times, \$18; 7 times, \$28; 13 times, \$50; 26 times, \$90; 52 times, \$160.

SOCIAL RECORD—Every Saturday. Republican. Established 1910. Sun Publishing Co., publishers. Subscription, \$2.50; claimed average circulation for year 1913, 5,000, 16 pages, 4 columns, length of columns 11 $\frac{1}{4}$ in.; width 2 $\frac{1}{2}$ in. Cannot use matrices. Office 171 Tremont Street.

Advertising rates agate, 15 cts. a line.

See advertisement on page 426.

SOUTH BOSTON NEWS—Every Saturday. Democratic. Established 1885. John J. Merrigan, publisher. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 22 in.; width, 2 $\frac{1}{4}$ in. Office, 49 $\frac{1}{2}$ Broadway, South Boston district.

Advertising rates on application.

TEXTILE WORLD RECORD—Monthly (12th). Established 1868. Lord & Nagle Co., publishers. Subscription, \$2; detailed average circulation for year ending April, 1914, 6,302*; 256 pages, 2 columns; length of columns, 8 $\frac{1}{4}$ in.; width, 2 $\frac{3}{4}$ in. Forms close 29th preceding month. Office, 144 Congress Street.

Advertising rates, $\frac{1}{8}$ page, \$4.50; $\frac{1}{4}$ page, \$8.50; $\frac{1}{2}$ page, \$16; $\frac{3}{4}$ page, \$30; one page, \$50. Discount on 3 months or longer.

TIMES—Every Saturday. Literary-Music-Drama. Established 1864. Boston Times Company, publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 16 pages, 4 columns; length of columns, 11 $\frac{1}{4}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Forms close Saturday. Office, 46 Corn Hill Street.

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Advertising rates, agate 15 cts. a line. Special discounts on 3, 6, or 12 month contracts. Reading notices, 25 cts.; 50 cts. or \$1 a line, according to location.

TRANSCRIPT—Every evening except Sunday, and WEEKLY, Fridays. Independent Republican. Established 1830. Boston Transcript Co., publishers. Subscription, daily, \$9; weekly, \$1.50; sworn average circulation for six months prior to April, 1914, daily, 27,492* net paid; Saturday 39,813* net paid; weekly, circulation—not given by publishers; daily, except Saturday, 12 to 32 pages; Saturday, 32 to 60 pages; weekly, 10 pages; daily or weekly, 7 columns; length of columns, 21¾ in.; width, 2¼ in. Can use matrices. Office, 324 Washington Street.

Advertising rates, agate, first page, 50 cts.; Saturday edition, 75 cts. a line; first page of second or third part, 25 cts.; Saturday 35 cts. a line; editorial page, except Saturday, 30 cts. a line; Saturday, 40 cts.; last page, any part, except Saturday, 20 cts.; Saturday, 25 cts.; opposite editorial page, except on Saturday, 20 cts. a line; Saturdays, 25 cts. a line; news and selected pages, 20 cts.; Saturday edition, 25 cts. a line; run of pages, 15 cts.; Saturday edition, 20 cts. a line. Double column advertisements must be at least 40 lines deep; on first and editorial pages, 50 lines deep. Reading notices, first page, \$2 a line; other pages, \$1 a line; business notices, editorial page, 50 cts. a line. Classified general, 12½ cts.; Saturday, 15 cts. (except "help wanted" or "board and rooms" which is 12½ cts.) a line; financial and political (any day), 30 cts.; amusements and insurance, 25 cts.; literature, meetings, notices, etc., 20 cts.; automobiles, accessories, etc., 20 cts.; lost and found, 15 cts. a line; real estate, 12½ cts. or Saturday edition, 15 cts. a line; display classified, on help or board pages, double price. Weekly, display, 10 cts. a line.

TRAVELER—Every evening except Sunday, and HERALD, every morning including SUNDAY. Independent. Established 1825. Boston Herald (Inc.), publishers. Subscription, Traveler, or Herald, \$3; Sunday, \$2.50; sworn average circulation for year 1913, week-day editions, 155,777* net paid; Sunday, 60,633* net paid; 12 to 16 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 171 Tremont Street.

Advertising rates, morning and evening combined, agate, run of paper, 30 cts a line; first page, 75 cts. a line; editorial, 50 cts.; last page, 35 cts. a line; Sunday, 25, 60, 40 and 30 cts. a line respectively. On yearly contracts (exclusive of first, editorial or last page), 1,000 lines daily, 29 cts.; Sunday, 24 cts.; 2,000 lines, 28 or 23 cts.; 3,000 lines, 27 or 22 cts.; 4,000 lines, 26 or 21 cts.; 5,000 lines, 25 or 20 cts. a line for daily (morning and evening), or Sunday respectively. Steamship, display type or part display and part agate or cuts, 15 cts. a line; solid agate, 10 cts. a line. Preferred position, 10 and 25% extra. Classified, agents, business chances and business personals, 15

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cts. a line. Resorts, Educational and other classifications not mentioned, 12½ cts. a line. Death notices, help wanted and real estate, 10 cts. a line. Financial, 30 cts. a line. New publications, automobiles and Sunday services, 25 cts. a line, flat. Reading notices, first page, \$2 per nonpareil line; inside pages other than editorial, \$1.50 a line.

TRUTH—Every Thursday. Literary. Established 1913. Truth Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 10,000; 00 pages, 2 columns; length of columns, 9 in.; width, 3¼ in. Cannot use matrices. Office, 433 Old South Building.

Advertising rates, 25 cts. a line, full page (252 lines), \$60; ½ page or ¼ page, pro rata; inside cover, \$80; back cover page, \$100.

UNIVERSALIST LEADER—Every Saturday. Universalist. Established 1819. Universalist Publishing House, publishers. Subscription, \$2; circulation—not given by publisher; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 359 Boylston Street.

Advertising rates, agate, 10 cts. a line. Reading notices, 25 cts. a line.

WATCHMAN-EXAMINER—Every Thursday. Baptist. Established 1819. The Watchman-Examiner Publishing Co., publishers. Subscription, \$2.50; claimed average circulation for 1913, 15,000; 32 pages, 3 columns; length of columns, 11 in.; width, 2¼ in. Forms close Monday preceding. Office, Tremont Temple.

Advertising rates, per agate line, 25 cts.

WELLSPRING—Every Saturday. Young People. Established 1843. Pilgrim Press, publishers. Subscription, 75 cts.; claimed average, circulation for year 1913, average 106,640; 8 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Office, Congregational House.

Advertising rates, 45 cts. a line; 1,000 lines or more, on yearly contract, 40 cts. a line. Reading notices, set solid, double display rate; leaded, triple price per count line. For combination rate see—Philadelphia Forward also Presbyterians.

WHERE-TO-GO BUREAU—A travel and resort department monthly in the following magazines: Everybody's, Review of Reviews, McClures, Scribners, The World's Work, Munsey's and The Outing. Established 1906. Where-To-Go Bureau (Inc.), proprietor; claimed average circulation for year 1913, 2,500,000. Page 5½ by 8 inches; 3 columns. 1¾ in. wide. Do not use matrices. Forms close one month in advance.

Advertising rates, nothing but hotel, camp, transportation, tour, resort and sanitarium copy accepted, \$12 a line; 3 times, \$10.80; six times or 60 lines if used within year \$10 a line.

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WOMAN'S JOURNAL AND SUFFRAGE NEWS—Every Saturday. Woman's Suffrage. Established 1870. Woman's Journal Co., publishers. Subscription, \$1; circulation—not given by publisher; 8 pages, 5 columns; length of columns, 17½ in.; width, 2½ in. Can use matrices. Office, 585 Boylston Street. Advertising rates, agate, 10 cts. a line.

WOMAN'S MISSIONARY FRIEND—Monthly. Religious and Missionary. Established 1869. Annie G. Bailey, publisher. Subscription, 50 cts.; claimed average circulation for 1913, 47,000; 40 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close first of preceding month. Office, 511 Boylston Street.

Advertising rates, agate, 20 cts. a line; preferred position, 25 cts. a line. Reading notices, 30 cts. per agate line; discounts, three months, 10%; six months, 15%; one year, 25%.

YOUTH'S COMPANION—Every Thursday. Family and Literary. Established 1827. Perry Mason Co., publishers. Subscription \$2; claimed average circulation for year 1913, 448,147; 12 to 24 pages, 4 columns; length of columns, 14¼ in.; width, 23/16 in. Forms close 20 days in advance of issue. Office, 201 Columbus Avenue.

Advertising rates, agate, \$2.60 a line, with a discount of 5% on 1, ½ ¼ page, or 1,000 lines, within one year.

ZION'S HERALD—Every Wednesday. Methodist. Established 1823. Geo. E. Whitaker, publisher. Subscription, \$2.50; circulation—not given by publisher; 32 pages, 3 columns; length of columns, 11¼ in.; width, 2¼ in. Office, 581 Boylston Street.

Advertising rates, agate, 20 cts. a line; with discounts of 10, 15 20, 25 or 33⅓% on 100, 200, 300, 500 or 1,000 lines respectively. Business notices, 30 cts. per line. Reading notices, 40 cts. a line.

BROCKTON—Population 58,878. N. Y., N. H. & H. R. R. 20 miles from Boston. The center of a vast boot and shoe making industry, employing upwards of 25,000 hands; also manufactures shoemakers tools and supplies, motorcycles, etc. Annual value of manufactured products, \$45,972,388.00.

ENTERPRISE—Every evening except Sunday. Independent. Established 1880. Albert H. Fuller, publisher. Subscription, \$5; average circulation, for six months ending April 1, 1914, 13,977; 12 to 32 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; full position, 50 cts. an inch, with a discount of 5 cts. an inch if copy is furnished two days in advance, or 2 cts. an inch, for one day in advance. Financial, 50 cts an inch. Medical, 50 cts. an inch. Classified, 30 words or less, for 2 days or less, 25 cts.; 3 times or more, 10 cts. a day; 2 cts a line for more than 5

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lines. Displayed wants, 3 cts. a line each time, for more than 5 lines; 5 lines or less, 2 times, 30 cts.; 3 times or more, 15 cts a day. Reading notices, nonpareil, bottom of news column, 15 cts. a line.

TIMES—Every evening except Sunday. Independent. Established 1895. W. R. Buchanan publisher. Subscription, \$5; detailed average circulation for year 1913, 12,772; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3½ cts. a line, flat. Reading notices, 25 cts a count line.

CAMBRIDGE—Population 104,839. On Charles River, 3 miles distant from Boston with which it is connected by steam and street railroads and subway. Manufactures include steam pumps, boilers and engines, soap, furniture, brick, pottery, pianos and organs, automobiles, boots and shoes, confectionery, books, etc. Seat of Harvard University, Massachusetts Institute of Technology and Radcliffe College. Annual value of manufactured products, \$48,000,000.00.

CHRONICLE—Every Saturday. Local. Established 1846. Cambridge Chronicle Co., publishers. Subscription, \$2.50; claimed average circulation for year 1913, 5,761; 16 to 24 pages, 6 columns; length of columns, 19¼ in.; width, 2½ in.

Advertising rates, 30 cts. an inch. Reading notices, 15 cts. a line.

PRINTING ART—Monthly. Graphic Arts. Established 1903. The University Press Publishers. Subscription, \$3; claimed average circulation for year ending May 31, 1914, 5,500; 100 pages, 2 columns; length of columns, 9½ in.; width, 3¼ in. Forms close 15th preceding month.

Advertising rates, ¼ page, \$15; ½ page, \$25; ¾ page, \$40; one page, \$60. Discount on 3 or more consecutive insertions.

PRINTING ART SUGGESTION BOOK—Monthly (25th). Graphic Arts. Established 1908. The University Press, publishers. Subscription, \$1; claimed average circulation for year ending May, 1914, 5,100; 60 pages, size of inserts 9¼x12¼ in. Can use matrices. Forms close 10th of month of publication.

Advertising rates, only full page inserts accepted, \$60, with discounts on two or more inserts.

EAST NORTHFIELD—On Central Vt. R. R. Community devoted entirely to religion and educational pursuits.

RECORD OF CHRISTIAN WORK—Monthly (5th). Interdenominational. Established 1881. W. R. Moody, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 30,000; 96 pages, 2 col-

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umns; length of columns, 8 in.; width, 2½ in. Forms close first of preceding month.

Advertising rates, 25 cts. per agate line; per page, \$50; ⅓, ¼ and ½ pages, pro rata. Preferred position, 15% extra.

FALL RIVER—Population 119,295. On Mount Hope Bay, Taunton River and N. Y., N. H. H. R. R. Regular steamers to N. Y., Philadelphia, Providence, with large domestic and foreign commerce. Has vast water power; 113 mills, turning out 2,000 miles of cotton cloth per day, including fine and coarse goods, ginghams and quilts, besides spinning yarn and thread; two large print works having a capacity of 6,000,000 yards per week; also large granite quarries within city limits. Weekly payroll of various industries, \$300,000.00. Has numerous fine schools and other public buildings. Annual value of manufactured products, \$50,000,000.00. Bank clearings for 1913, \$62,877,279.00.

GLOBE—Every evening except Sunday. Democratic. Established 1885. Fall River Daily Globe Publishing Co., publishers. Subscription, \$6; circulation—not given by publisher; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 90 cts. an inch; one week, \$3; one month, \$10.40; three months, \$19.50; six months, \$31.20; one year \$46.80; e. o. d., 2 2t. a. w. and 1 t. a. w. special rates; 100 in., within one year, 50 cts. an inch; 250 in., 45 cts. an inch; 500 in., 40 cts. an inch; 1,000 in., 30 cts. an inch. Preferred position, 12½ and 25% extra; last page, 33½% extra. Classified, ½ ct. a word (minimum charge, 25 cts.). Nonpareil reading notices, 25 cts. a line.

HERALD—Every evening except Sunday. Independent. Established 1871. Herald Publishing Co., publishers. Subscription, \$6; claimed average circulation for year 1913, 8,300; 12 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2 cts. a line; full position, 2½ cts.; outside pages, 4 cts. Classified, ½ c. per word.

NEWS—Every evening except Sunday. Republican. Established 1845. Almy & Milne, publishers. Subscription, \$6; sworn average circulation for six months prior to October, 1913, 7,500* net paid; 8 to 12 pages, 8 columns; length of columns, 22½ in.; width, 2½ in. Can use matrices.

Advertising rates, nonpareil, 100 in. in three months, 45 cts. an inch; 250 in., 40 cts.; 500 in., 30 cts.; 1,000 in., 25 cts.; composition, 10 cts. an inch additional. Reading notices, 20 cts. a line.

FITCHBURG—Population 37,826. On Nashua River and 2 railroads. Granite quarries in vicinity. Industries include the manufacture

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of steam engines, foundry and machine shop products, machine knives, saws, firearms, bicycles, paper, silk, woolen and cotton goods, moveable wooden toys. Annual value of manufactured products, \$23,252,000.00. Banks clearings during 1913, \$75,000,000.00.

RAIVAAJA—Daily except Sunday. Finnish. Socialistic. Established 1905. Raivaaja Publishing Co., publishers. Subscription, \$3.50; claimed average circulation for year 1912, 9,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates, 40 cts. an inch. Reading notices, 10 cts. a line.

SENTINEL—Every evening except Sunday. Republican. Established 1873. Sentinel Printing Co., publishers. Subscription, \$5; sworn average circulation for year 1913, 5,220* net; 8 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch first insertion; 25 cts. for additional insertions; 100 in. within one year, 28 cts.; 250 in., 24 cts.; 500 in., 20 cts.; 750 in., 18 cts.; 1,000 in., 17 cts. an inch, 10% less for electrolytized matter. Reading notices, 15 cts. per line for first insertion; 10 cts. for subsequent insertions. Classified (25 cts. minimum), 2 cts. per line.

GLOUCESTER—Population 24,398. On South side of C. Ann Peninsula, Boston & Maine R. R. Regarded as an excellent summer resort; has the largest fishery interests in America, employing more than 6,000 men in haddock, halibut, cod and mackerel fisheries. Also imports largely coal, salt, lumber. Leading industries, ship building, oil, clothing, anchors, fish glue, granite of an excellent quality quarried in vicinity. Annual value of manufactured products, \$10,400,000.00.

TIMES—Every evening except Sunday. Independent. Established 1888. Gloucester Times Co., publishers. Subscription, \$3.50; sworn average circulation for year 1913, 7,024* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width 2¼ in.

Advertising rates, 50 cts. an inch, 35 cts. an inch subsequent insertions; last page, 75 cts. an inch; subsequent insertions, 50 cts.; first page, \$1 an inch; 50 cts. subsequently. Open space, within one year, 100 in.; 30 cts. an inch; 300 in., 27 cts.; 500 in., 24 cts.; 750 in., 21 cts.; 1,000 in. or more, 20 cts. an inch. Classified 25 cts. for 4 lines (28 words), first time; 10 cts. each time after up to one week, then 50 cts. a week. Reading notices, minion measure, 15 cts. a line; telegraphic readers, 25 cts. a line.

GREENFIELD—Population 10,427. On Connecticut River and Fitchburg Division of Boston & Maine R. R. We have the largest tap and die manufactures in the world. Other manufacture interests are children's carriages, silverware, cutlery, edge tools

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and pocket books. Annual value of manufactured products, estimated, \$3,000,000.00.

GAZETTE AND COURIER—Every Saturday. Republican. Established 1792. E. A. Hall Publishing Co., proprietors. Subscription, \$2; claimed average circulation for 1913, 5,000; 12 pages. 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, \$1 an inch; one month, \$2.50; three months, \$5; six months, \$7.50; one year, \$12.

Haverhill—Population 44,115. On Merrimac River, Boston & Maine R. R.; 33 miles from Boston. Industries include hats, boxboard, flannel, bricks, boot and shoe manufacturing largely engaged in, employing more than 10,000 persons. Annual value of manufactured products, \$43,000,000.00.

GAZETTE—Every evening except Sunday. Independent Republican. Established 1798. Haverhill Gazette Co., publishers. Subscription, \$6; sworn detailed average circulation for year 1913, 11,271*; 12 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; one week, \$2; one month, \$5.40; three months, \$13.50; six months, \$24; one year, \$42. Open space within one year, 200 in., 28 cts. an inch; 500 in., 26 cts.; 1,000 in. or more, 24 cts. E. O. D., ⅔ of daily rates; twice a week, ½. Position, 12½ and 25% extra. Reading notices, 15 cts. a line; two or three insertions, 12½ cts.; more than three times, 10 cts. per line. Classified, 5 lines or less, 30 cts.; three times, 50 cts.; one week, 75 cts.

RECORD—Every Thursday and Sunday. Established 1902. Record Publishing Co. (Inc.) publishers. Subscription, Sunday, \$1.50; Thursday, \$1; claimed circulation for year 1913, Thursday edition, 7,000; Sunday, 15,656; 8 pages, 7 columns; length of columns, 23½ in.; width 2½ in. Can use matrices.

Advertising rates, transient, Sunday, 65 cts.; Thursday, 35 cts. an inch; commercial, Sunday, 40 cts.; Thursday, 25 cts. an inch on contracts of one month, or longer. Reading notices, Sunday, 20 cts.; Thursday, 15 cts. a line. Classified, Sunday or Thursday, 5 cts. a line (minimum, 5 lines).

HOLYOKE—Population 57,730. On Connecticut River, 2 railroads. Has immense water power. Biggest producing center in the U. S. of envelopes and fine writing papers and blank books. Manufactures paper, cotton and woolen goods extensively, silks, thread, boilers, machinery and wire; tobacco grown to some extent in the locality. Annual values of manufactured products \$40,097,000.00. Bank clearings during 1913, \$35,619,757.27.

ARTISAN—Every Friday. Labor. The Artisan Publishing Co., publishers. Subscription,

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\$1; claimed net average circulation for year 1913, 6,000.

Advertising rates, 50 cts. an inch; 100 in., 42 cts.; 250 in., 32 cts.; 500 in., 25 cts.; 1,000 in., or more, 20 cts. an inch. Special positions, 15 and 25% additional.

HEALTH MAGAZINE—Monthly (10th of month preceding). Physical Culture and Hygienics. Established 1850. Health Magazine Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 20,000; 24 pages, 3 columns; length of columns, 11¼ in.; width, 2½ in. Cannot use matrices. Forms close first of preceding month of issue.

Advertising rates, 29 cts. a line; 224 or more lines, 27 cts. a line. Full page (510 lines), \$120.00; second or third cover, 2 colors, \$130; fourth cover, 2 colors, \$160.

NAUTILUS—Monthly (21st). New Thought Established 1898. Elizabeth Towne, publisher. Subscription, \$1.50; claimed average circulation for year, ending May 1914, 43,000; 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 6th of preceding month.

Advertising rates, ½ inch, minimum, \$4.15; one inch, \$7.50; ¼ page, \$27; ½ page, \$50; one page, \$90; outside back cover page (2 colors), \$120; inside front cover (2 colors), \$110; inside back cover (2 colors), \$100.

TELEGRAM—Every evening except Sunday. Independently Democratic. Established 1898. Holyoke Telegram Publishing Co., publishers. Subscription, \$3; circulation—not given by publisher; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; one week, \$2; one month, \$4.50; three months, \$12; six months, \$20; one year, \$35; 200 in., 30 cts.; 500 in., 25 cts.; 1,000 in., 22 cts. an inch. Classified, 1c. a word; e. o. d., ⅔ of daily rate; preferred positions, 12½ and 25% extra. Reading notices, brevier, 15 cts. a line; by the week, 10 cts.; by the month, 6 cts.

TRANSCRIPT—Every evening except Sunday. Progressive. Transcript Publishing Co., publishers. Established 1882. Subscription, \$3; sworn average circulation for year 1913, 9,595*; 8 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, nonpareil, \$1 an inch; one week, \$2.50; one month, \$6.50; three months, \$14.70; six months, \$27; one year, \$45; e. o. d., ⅔ of daily rate; ½ inch advertisements, ⅔ of inch rate. Open space, within one year, 100 in., 37½ cts. an inch; 250 in., 31¼ cts.; 500 in., 25 cts.; 1,000 in. or more, 22½ cts.; set advertisements in full position, 100 in., 40 cts. an inch, with discount on 250 in. and over. Classified, 1½ cts. a word first time; 1c. after; reading notices, 10 cts. a line; telegraphic or pure readers, 25 cts. per count line.

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LAWRENCE—Population 85,892. On Merrimack River. Boston and Maine R. R. Has immense water power; extensive worsted and woolen mills, foundry and machine shops, paper mills and very large cotton mills.

AMERICAN—Every evening except Sunday, and SUN, every morning, including SUNDAY. Republican-Independent. Established 1861. American Sun Publishing Co., publishers. Subscription, daily, \$3; Sunday, 50 cts.; claimed average circulation for year 1913, Sun, 5,650; American, 7,180; Sunday, 11,767; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, morning or evening, 50 cts. an inch; 2 times, 30 cts.; 3 times, 25 cts.; 1,000 in., within one year, American, 20 cts.; Sun, 15 cts. an inch. Combination, 75 cts.; 2 times, 50 cts.; 3 times, 40 cts., or 1,000 in., within one year, 30 cts. an inch. Position, 10 and 25% extra. Sunday Sun, flat rate of 50 cts. per inch. Reading notices, morning and evening, or Sunday, 20 cts. a line. Classified, morning and evening, or Sunday, 1c. a word.

EAGLE—See Tribune.

SUN—See American.

TELEGRAM—Every evening except Sunday. Republican. Established 1884. Kimball G. Colby, publisher. Subscription, \$3; sworn average circulation for six months ending May 1914, 8,298* net paid; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, one inch, one time, 75 cts.; one week, \$2.50; one month, \$6; three months, \$15; six months, \$24; 100 in. to be used within one year, 40 cts.; 250 in., 30 cts.; 500 in., 25 cts.; 1,000 in., 22½ cts. an inch. Position, 12½ and 25% extra. Classified, 1c. a word for three insertions; 1½ cts. for six insertions; 6 cts. a word for one month. Reading notices, 20 cts. per count line; 500 lines, 12 cts.; 1,000 lines, 10 cts. a line.

TRIBUNE—Every evening except Sunday. EAGLE, every morning except Sunday. Democratic. Established 1890. Hildreth & Rogers Co., publishers. Sworn average circulation, Tribune, and Eagle for year ending March, 1914, 11,408* net paid; 8 to 24 pages, 7 columns; length of columns, 22½ in.; width, 2½ in. Can use matrices.

Advertising rates, Tribune, and Eagle, combined, agate, 4 cts. a line; 2,000 lines, 3 cts.; 3,000 lines, 2½ cts.; 5,000 lines, or more, 2 cts. a line; books, magazines, etc., 2 cts. a line, flat. Position 10 and 25%; first page, 100% extra. Reading notices, 10 cts. per count line; first page, 20 cts. a line. Classified, 1c. a word (minimum charge, 25 cts.); by the week, 2 cts. a word; by the month, 8 cts. a word.

LOWELL—Population 106,294. On Merrimack River. 2 railroads. Has immense water power; production of cotton goods largest

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in the U. S., this industry employing more than 35,000 people; also has woolen and hosiery mills, carpet mills, bunting and several shoe factories and large foundry and machine shops. Annual value of manufactured products, \$60,860,000.00. Bank capital and surplus, \$2,186,700.00.

COURIER-CITIZEN—Every morning and evening except Sunday. Non-partisan. Established 1845. Courier-Citizen Co., publishers. Sworn average circulation for six months prior to April 1914, 16,185* net paid; 10 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line each insertion; editorial page, 3½ cts.; last page, 4 cts.; first page, 8 cts. a line. Reading notices, 20 cts. a line. Classified (small display allowed), ½ c. a word (minimum charge, 25 cts.).

ETOILE—Every evening except Sunday. French-Republican. Established 1893. L'Etoile Publishing Co., publishers. Subscription, \$3; claimed average circulation for six months ending June, 1914, 5,100; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 1,500 in. within one year, 15 cts. an in.

SUN—Every evening except Sunday. Democratic. Established 1878. John H. Harrington, publisher. Subscription, \$3; circulation not given by publisher; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; last page, 5 cts.; first page, 8 cts.; preferred position, 10 and 25% extra. Reading notices, 20 cts. per count line. Imitation readers, separated by rule from news matter, 50% above display rate. Classified, ½ c. a word (minimum charge, 25 cts.).

TELEGRAM—Every Sunday morning. Independent. Established 1898. D. A. Long, publisher. Subscription, \$1.50; detailed average circulation for year ending April 30, 1914, 17,487*; 16 to 32 pages, 8 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, agate, 3 cts. a line; position, 25%; first page, 100% extra. Reading notices, 20 cts. a line. Classified, 1c. a word.

LYNN—Population 89,336. On Massachusetts Bay. 2 railroads. Is the shopping center of a population of more than 200,000. Most extensive business in leather and morocco; biggest manufacturing center in the U. S. for ladies' and children's shoes—more than 18,000 people are employed in this industry alone—last, cut sole and button hole factories; manufacture of machinery and a great many other thriving industries. More than 12,000 hands employed at General Electric Co.'s works. Annual value of manufactured products, \$75,000,000.00.

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ITEM—Every evening except Sunday. Republican. Established 1876. Hastings & Sons Publishing Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April, 1914, 13,209* net paid; 15,454* gross; 12 to 20 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, \$1.20 an inch; each subsequent insertion, 80 cts.; one month, 50 cts.; three months, 40 cts.; six months, 36 cts.; one year, 30 cts. an inch. Open space, within one year, 100 in., 75 cts. an inch; 200 in., 65 cts.; 300 in., 55 cts.; 500 in., 50 cts.; 1,000 in., 42 cts. an inch. Preferred position 10 and 25% extra. Classified, 10 cts. a line; 3 times, 20 cts.; subsequent insertions, 2 cts. a line. Reading notices, 30 cts. per count line; first page, 60 cts.

NEWS—Every evening except Sunday. Independent Republican. Established 1897. Lynn Evening News Co., publishers. Subscription, \$3; circulation—not given by publisher; 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; 100 in. within one year, 50 cts.; 300 in.; 42 cts.; 500 in., 32 cts.; 750 in., 29 cts.; 1,000 in., 25 cts. an inch. Preferred position 15, 25, 50 or first page, 100% extra. Reading notices, 15 cts. a line. Classified, 4 cts. a line.

TELEGRAM—Every evening except Sunday and SUNDAY morning. Independent. Established 1912. The Lynn Telegram (Inc.), publishers. Subscription, \$3.50; circulation—not given by publisher; 12 to 24 pages; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; on yearly contract, 2,000 lines, 3 cts.; 5,000 lines, 2½ cts.; 7,500 lines or more 2 cts. a line. Guaranteed position, any specified other than back or front page, 25% extra. Front or back (editorial) pages, 100% extra. Reading notices, 15 cts. a line. Classified, 5 lines or less, 25 cts. a line, over five lines, 1 ct. per word.

MALDEN—Population 44,404. On Boston and Maine R. R., 5 miles distant from Boston. Extensive business in emery paper, sand paper, cords, tassels, rubber boots and shoes, leather lasts and boot trees.

NEWS—Every evening except Sunday. Republican. Established 1892. F. A. Bayrd, publisher. Subscription, \$3; claimed average circulation for year 1913, 7,288; 4 to 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 60 cts. an inch; two times, 90 cts.; three times, \$1.20; one week, \$1.80; one month, \$4.80; three months, \$12.80; six months, \$24.20; one year, \$42.20, or 1,000 in. within one year, 20 cts. an inch; e. o. d., ⅔ of daily rate.

NEW BEDFORD—Population 96,652. On Buzzard's Bay, Acushnet River and N. Y.

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N. H. & H. R. R. Port of entry with fine harbor; coal distributing center. Leads the United States in the production of fine yarn and cloth, there being 67 cotton mills employing 35,000 operatives. Industries also include factories manufacturing shoes, silverware, paper, soap, candle, glass, iron, sash and door, screws, leather, copper, iron, age, sperm and whale oil, carriage, chair, also silk and woolen mills and glass cutting establishments. Annual value of manufactured products, \$50,000,000.00. Savings bank deposits during 1913, \$29,227,056.00.

MERCURY—See Standard.

STANDARD—Every evening and Sunday. MERCURY, every morning except Sunday. Republican. Established 1850. E. Anthony & Sons (Incorporated), publishers, Standard. Mercury Publishing Co., publishers, Mercury. Subscription, daily, Standard or Mercury, \$6; Sunday, \$1.50; sworn detailed average circulation for year 1913, daily Standard and Mercury combined, 20,324* net; Sunday Standard, 13,839* net; Standard, 12 to 24 pages; Mercury, 8 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, for Standard and Mercury, combined, or Sunday edition, 3 cts. a line; full position, 4 and 4½ cts. a line; outside or editorial pages, 6 cts. a line. Reading notices, 40 cts. a count line. Classified, Standard only, 1c. a word; 5 cts. a word, 1 week, daily and Sunday.

TIMES—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1902. Charles G. Wood, editor and publisher. Subscription, daily, \$6; Sunday, \$1.50; circulation—not given by publisher; daily, 16 pages; Sunday, 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 30 cts. an inch. 100 in., on yearly contract, 25 cts.; 200 in., 24 cts.; 300 in., 23 cts.; 400 in., 22 cts.; 500 in., 20 cts.; 1,000 in., 18 cts. an inch. Full position, 25% extra. Reading notices, 15 cts. a line. Classified, ½ c. a word.

NEWBURYPORT—Population 14,949. On Merrimac River. Boston & Maine R. R. Port of entry with excellent coast commerce. Industries include ship, manufacture of boots and shoes, celluloid goods, silverware, brushes, combs, cordage, bricks and tile, machinery, carriages, cotton and wooden goods.

NEWS—Every evening except Sunday. Independent. Established 1877. News Publishing Co. (Inc.), publishers. Subscription, \$3; sworn detailed average circulation for year, 1913, 5,701* net paid; or 6,585 gross; 6 to 14 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, \$1 an inch; 100 in., within one year, 25 cts.; 300 in., 22½ cts.;

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500 in., 21¼ cts.; 750 in., 20 cts.; 1,000 in., 18½ cts. an inch. Preferred position, 15, 25 or 50% extra. Classified, 4 lines, one time, 25 cts.; subsequent insertions, 5 cts. a line per time, accepted only in multiples of 4 lines. Reading notices, nonpareil, 10 cts. a line, first time; 6 cts. after.

NORTH ADAMS—Population 22,019. 2 railroads. Manufactures cotton, print and woolen goods extensively as well as shoes.

TRANSCRIPT—Every evening except Sunday. Republican. Established 1895. A. W. Hardman, publisher. Subscription, \$6; sworn average circulation for six months prior to April 1914, 5,807* net; 8 pages, 7 or 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; repeats, 35 cts.; ten or more insertions, 30 cts.; on yearly contracts, 50 in., 25 cts.; 100 in., 22 cts.; 200 in., 20 cts.; 300 in., 18 cts.; 500 in., 16½ cts. an inch. Preferred position, 15 and 25% extra. Reading notices, 10 cts. a line. Classified, 1c. per word for three insertions.

NORTHAMPTON—Population 19,431. On three railroads, near Connecticut River. Extensive manufactures of cutlery, baskets, sewing silks, satins, silk hosiery, etc. Florence and Leeds both within the city limits and the locations of Smith College for Young Ladies, State Lunatic Asylum and Clarke Institute for Mutes.

GAZETTE—Every evening except Sunday. Independent Republican. Established 1890. Henry S. Gere & Sons, publishers. Subscription, \$5; sworn average circulation for six months prior to April 1914, 5,395* net paid; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 100 in. within one year, 30 cts.; 250 in., 25 cts.; 500 in., 20 cts.; 1,000 in., 18 cts. an inch. Reading notices, 10 cts. per count line; telegraphic or pure reading, 20 cts. per count line; headline counts double. Classified, 4 lines (28 words), 25 cts.; 2 times, 35 cts.; 3 times, 40 cts.; 6 times, 50 cts.; 1 month, \$2; 5 cts. for each additional line.

PITTSFIELD—Population 32,121. On Housatonic River. 2 railroads. Engaged extensively in the manufacture of cotton and woolen goods, electrical machinery, knit goods, paper and machinery. Annual value of manufactured products, approximate, \$15,215,202.00. Bank clearings during 1913, approximately, \$54,000,000.00.

EAGLE—Every evening except Sunday and Wednesday, and WEEKLY, Wednesdays. Republican. Established 1789. K. B. Miller, publisher. Subscription, daily, \$6; weekly, \$1; sworn detailed average circulation for year 1913, daily, 12,475*; weekly, 13,572*; daily, 12 pages or more; weekly, 16 to 24

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pages, 7 columns; length of columns, 22 in.; width, 2½ in. The weekly is Wednesday edition of the Daily, enlarged.

Advertising rates, daily, 50 cts. an inch; 30 in.; 43 cts.; 50 in., 39 cts.; 100 in.; 32 cts.; 250 in.; 29 cts.; 500 in.; 25 cts.; 500 in. or more, 22 cts. an inch. Weekly, 100 in., 32 cts. an inch; 100 to 250 in., 29 cts.; 250 in. or more, 26 cts. an inch. Preferred position, 10 and 25% extra. Reading notices, 10 cts. a line; telegraphic readers, 35 cts. per count line. Classified, 1c. a word (minimum charge, 25 cts.).

SALEM—Population 43,697. On Atlantic Sea Coast. Boston & Maine R. R. Port of entry with very large coasting trade, more particularly in the importation of coal, lumber etc., Manufactures extensively boots and shoes, leather and cotton goods, toys and machinery. Peabody Academy of Science, East India Marine Hall, and Essex Institute located here. Annual value of manufactured products, \$16,000,000.00.

BLACK CAT—Monthly. Literary. Established 1895. The Short Story Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 48 to 56 pages, 2 advertising columns; length of columns, 8 in.; width, 2½ in. Forms close 20th of second preceding month.

Advertising rates, agate, 30 cts. a line; full page \$60; ½ or ¼ page pro rata; second or third cover, \$75; back cover, \$100. Classified, 3 cts. a line.

LITTLE FOLKS—Monthly. Juvenile. Established 1897. S. E. Cassino Co., publishers. Subscription, \$1; detailed average circulation for year ending July 1913, 114,286*; 48 to 62 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close first of preceding month.

Advertising rates, agate, 50 cts. a line; one page, \$110; ¼ and ½ pages, pro rata.

NEWS—Every evening except Sunday. Republican. Established 1880. Salem News Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 19,498*; 8 to 10 pages, 8 columns; length of columns, 22½ in.; width, 2 in. Can use matrices.

Advertising rates, nonpareil, per inch, one time, \$1; one week, \$3.50; one month, \$10.50; three months, \$24; six months, \$39. Reading notices, 15 cts. a line. Classified, 24 words or less, 25 cts. each insertion.

SOMERVILLE—Population 77,236. On Boston & Maine R. R., 2 miles distant from Boston. Has iron foundries, tube and jewelry works, tanneries and meat packing houses. Value of stock and material used, \$32,935,867.00. Annual payroll of \$3,098,990.00.

JOURNAL—Every Friday. Independent Republican. Established 1870. J. O. Hay-

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den, publisher. Subscription, \$2; circulation—not given by publisher; 12 pages, 6 columns; length of columns, 21½ in.; width, 2¼ in.

Advertising rates, 1 inch, one time \$1; one month, \$2.50; three months, \$5; six months, \$9; one year, \$15. Reading notices, 15 and 25 cts. a line.

SPRINGFIELD—Population 88,926. On Connecticut River. 4 railroads. Has good water power; industries include the manufacture of firearms, fine papers and envelopes, automobiles, games, kindergarten supplies, machinery, cotton and woolen goods and railroad car works. Amount expended on new buildings and alterations during 1913, \$5,047,465.00. Annual volume of manufactured products, \$40,000,000.00. Bank clearings during 1913, \$140,316,053.35.

CANDLESTICK MAGAZINE—Monthly (25th.). Literary-Home. Established 1910. The Candlestick Pub. Co., publishers. Subscription \$1. Sworn average circulation for six months ending May 1914, 105,000*; 36 pages, 4 columns, length of columns 13¼ in.; width, 2¼ in. Cannot use matrices. Forms close 25 days in advance. Office, Kelsey Bldg.

Advertising rates, agate, 50 cts. a line.

See advertisement on page 518.

CURRENT EVENTS—Every Friday during School year. Educational. Established 1902. Educational Press Co., publishers. Subscription, 40 cts.; circulation—not given by publisher; 4 pages, 4 columns; length of columns, 11 in.; width, 2 in. Cannot use matrices. Forms close Friday. Office, Myrick Building.

Advertising rates, \$2.50 a line, flat.

FARM AND HOME—Semi-Monthly. Two—Eastern and Western—editions. Agricultural. Established 1880. Phelps Publishing Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for year 1913, 601,938*; 24 pages, 4 columns; length of columns, 13 11/14 in.; width, 2¼ in. Forms close 1st and 15th of the month for issues 15th and 1st, respectively; issues Eastern and Western editions.

Advertising rates, per line, agate, for Western edition, \$1.50; Eastern edition, \$1.20; both combined, \$2.50 a line. Reading notices, Western edition, \$3; Eastern edition, \$2.50, or \$5 for both. For National Farm Power combination, see American Agriculturist, New York City.

HOMESTEAD—Every Monday, Wednesday and Saturday. Society and Family. Established 1878. Springfield Homestead Newspaper Co., publishers. Subscription, \$4;

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claimed average circulation for year 1913, 7,900; 16, 20 and 24 pages, 6 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates, agate, 10 cts. a line; 250 lines, 8 cts.; 500 lines, 7 cts.; 1,000 lines, 5 cts. a line.

KINDEGARTEN REVIEW—Monthly (15th except July and August). Home and School education. Established 1893. Milton Bradley Co., publishers. Subscription, \$1.25; circulation—not given by publisher; 132 pages, 2 columns; length of columns, 7½ in.; width, 2¼ in. Cannot use matrices. Forms close 5th of month preceding. Office, 43 Cross Street.

Advertising rates, agate, 15 cts. a line; full page, (210 lines), \$30; ½ page, \$15; ¼ page, \$7.95.

NEW ENGLAND HOMESTEAD—(New England States edition of Orange Judd Weeklies, New York)—Every Saturday. Farm and Family. Established 1867. Orange Judd Co., publishers. Subscription, \$1; sworn average circulation for year 1913, 56,864*; 24 to 32 pages, 4 columns; length of columns, 13 11/14 in.; width, 2¼ in. Forms close one week in advance.

Advertising rates, 40 cts. a line; preferred position, 15 and 25% extra. Reading notices, 80 cts. a line. For combination rate on Orange Judd Weeklies, including New England Homestead, American Agriculturist (New York), Orange Judd Farmer (Chicago), Southern Farming (Atlanta) and Northwest Farmstead (Minneapolis), see American Agriculturist, New York City.

NEWS—Every evening except Sunday. Democratic. Established 1880. Daily News Publishing Co., publishers. Subscription, \$3.50; sworn average circulation for year ending March 31, 1914, 12,632*; 10 to 32 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 4¼ cts. a line; 2,000 lines, within one year, 3 cts. a line; 5,000 lines, 2½ cts. a line; 10,000 lines, or more, 2 1/7 cts. a line. Preferred position, 10 and 25% extra. Classified, 5 cts. a line. Reading notices, 15 cts. a line.

REPUBLICAN—Every morning including SUNDAY, and WEEKLY, Thursday. Independent. Established 1824. Samuel Bowles, publisher. Subscription, daily, \$8; Sunday, \$2; weekly, \$1; claimed average circulation for year 1913, daily, 17,008; Sunday, 18,463; weekly, 4,833; daily, 16 to 22 pages, Sunday, 36 pages; weekly, 16 pages; daily, Sunday or weekly, 7 columns; length of columns, 20½ in.; width, 2¼ in.

Advertising rates, nonpareil, daily, Sunday or weekly, display, 10 cts. a line; 13 times within one year, 90 cts. an inch; 26 times, 72 cts.; 52 times, 63 cts.; 104 times,

Our four staffs of men are skilled in the merchandising and advertising conditions peculiar to their geographical section.

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54 cts.; 156 times, 45 cts. an inch. Open space, within one year, 200 in., 90 cts. an inch; 400 in., 85 cts.; 600 in., 80 cts.; 800 in., 75 cts.; 1,000 in., 70 cts.; 1,200 in., 65 cts.; 1,500 in., 60 cts. an inch. Special positions, 20, 33 $\frac{1}{3}$ or 50% extra. Classified, 5 cts. per nonpareil line (6 words to line), with discount for 26 or more insertions. Reading notices, 15 cts. a line.

UNION—Every morning including SUNDAY, and every evening except Sunday. Republican. Established 1864. J. D. Plummer, publisher. Subscription, morning or evening, \$6; (Sunday, \$2.50); sworn average circulation for six months ending February 1914, daily, 29,609*; Sunday, 18,858*; daily, 14 to 24 pages; Sunday, 28 to 40 pages, 7 columns; length of columns, 21 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, daily, per line, one time, 10 cts.; three times, 9 $\frac{1}{2}$ cts.; six times, 9 cts.; one month, not including Sunday, 7 cts; 6 months or more, 5 cts. a line, per time. Open space within one year, 1,000 lines, 8 cts. a line; 2,000 lines, 7 $\frac{1}{2}$ cts.; 3,000 lines, 7 cts.; 5,000 lines, 6 $\frac{1}{2}$ cts.; 10,000 lines, or more, 6 cts. a line. Positions, 10 and 25% extra. Reading notices, nonpareil, 15 cts. a line; leaded nonpareil, 20 cts.; solid minion, 40 cts. Sunday display, per line, one time, 6 cts.; three months, 5 $\frac{1}{2}$ cts.; six months, 5 cts.; one year, 4 cts. a line.

See advertisement on page 442.

TAUNTON—Population 34,259. In the geographical center of Bristol County, on Taunton River, and is the junction point for the New York, New Haven & Hartford R. R., divisions running east, west, north and south; also machine shops are located here. An important manufacturing center, including cotton mills, foundries, brick and tile, nail and tack and copper works; shoe button, solid silver britannia ware, silver plate ware and jewelry factories. Bristol Academy and a State Lunatic Asylum are located here. Annual value of manufactured products exceeding \$16,000,000.00.

GAZETTE—Every evening except Sunday. Republican. Established 1848. Wm. Reed Sons Co., editors and publishers. Subscription \$6; claimed average circulation for year 1913, 5,812 net; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2 $\frac{1}{8}$ in. Can use matrices.

Advertising rates, first insertion, 75 cts. an inch; each subsequent insertion, 25 cts. an inch; on yearly contracts, 100 in., 30 cts.; 250 in., 25 cts.; 500 in., or more, 20 cts. an inch. Special positions, 15 and 25% extra. Reading notices, nonpareil, 15 cts. a line; leaded or in body type, 25 cts. a line. Classified, 1c. per word.

HERALD-NEWS—Every evening except Sunday. Republican. Established 1889. Taunton Evening News Corporation, publishers. Subscription, \$3; claimed average circu-

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lation for year 1913, 5,250; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{8}$ in. Can use matrices.

Advertising rates, 35 cts. an inch; on yearly contracts, 200 in., 32 cts.; 300 in., 30 cts.; 500 in., 25 cts.; 1,000 in., 21 cts.; 2,000 in., 18 cts.; 3,000 in., 16 cts. an inch. Special positions, extra. Reading notices, 15 cts. a line. Classified, 25 cts. for 5 lines, 3 times.

WESTFIELD—Population 16,044. 2 railroads. Industries include the manufacture of paper and paper baskets, machinery, cigars, whips, thread, bicycles and steam heaters. Annual value manufactured products (1911) \$8,399,804.00. Banks clearings during 1913, approximately, \$8,000,000.00.

NATIONAL GRANGE—Monthly (20). Grange, Farm and Home. Established 1907. The National Grange, publishers. Subscription, 50 cts.; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 12 $\frac{1}{2}$ in.; width, 2 $\frac{3}{8}$ in. Forms close 5th of current month.

Advertising rates, agate, 15 cts. a line; 250 lines, within one year, 14 cts.; 500 lines, 13 cts.; 1,000 lines or more, 12 cts. a line; classified, 2 cts. a word.

WORCESTER—Population 145,986. Worcester County 398,667. Second largest city in the state, 44 miles west of Boston. Three railroads, Boston & Maine, N. Y., N. H. & H. R. R., Boston & Albany. The largest inland city in the United States, not on a waterway. Industries include auto machinery, boots and shoes, box machinery, bicycle and auto chains, crank hangers, corsets, envelopes, grinding wheels, leather belting, looms, machinists' tools, organ materials, steel and wire goods, woolen mills. The seat of Clark University, Clark College, Worcester Academy, Worcester School of Technology, State Normal School, Holy Cross and Assumptionist Colleges. State Asylum for chronic insane, also State Lunatic Asylum located here. Bank clearings during 1913, \$136,575,013.00. Annual value of manufactured products, \$101,000,000.00.

CATHOLIC MESSENGER—Every Friday. Catholic. Established 1887. Messenger Printing & Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 4,800; 8 to 12 pages, 7 columns; length of columns 19 $\frac{3}{4}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 34-38 Bartlett Street.

Advertising rates, 75 cts. an in.; 100 in. on yearly contract, 40 cts.; 200 in., 35 cts.; 500 in., 30 cts.; 1,000 in., 25 cts.; 2,000 in., 20 cts. an in. Special position 20 to 50% extra. Reading notices, 10 cts. a line; black face type, 15 cts. a line.

GAZETTE—Every evening except Sunday. Independent. Established 1805. Geo. F.

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Booth, publisher. Subscription, \$3; sworn average circulation for year 1913, 21,904*; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; 1,400 lines on yearly contract, 4¾ cts.; 3,500 lines, 4½ cts.; 5,000 lines, 40 cts.; 10,000 lines, 3½ cts. a line. Preferred position, 12½ to 50 % extra. Classified, 1 ct. per word. Reading notices, (minion), 25 cts. a count line; 200 lines, 20 cts.; 500 lines, 15 cts.; 1,000 lines, 12½ cts. a line, (headings count as two lines); first page, 30 and 60 cts. a line.

OPINION PUBLIQUE—Every evening except Sunday. French-Republican. Established 1893. Belise Printing & Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months ending April 1914, 5,471* net paid; 6 to 8 pages, 6 columns, length of columns, 20½ in.; width, 2 5/12 in. Can use matrices. Office, 112 Front Street.

Advertising rates, 75 cts. an in.; 1 week 50 cts.; e. o. d. 60 cts.; one month 28 cts.; e. o. d. 30 cts.; 100 in. on yearly contract, 28 cts.; 250 in., 26 cts.; 500 in., 24 cts.; 750 in., 22 cts.; 1,000 or more in., 20 cts. an in. Special position, 15 or 25% extra. Translations free. Reading notices, 10 cts. a count line. Classified, ½ ct. per word.

OSTERNS WECKOBLAD—Every Wednesday. Swedish. Independent Republican. Established 1896. New Eastern Weekly Publishing Co., publishers. Subscription, \$1.50; claimed circulation for year 1913, 4,300; 8 pages, 7 columns; length of columns, 22 in.; width, 2 4/7 in. Can use matrices.

Advertising rates, 50 cts. an inch; one month, \$2; three months, \$5; one year, \$18; with discounts for space.

POST—Every evening except Sunday. Independent. Established 1891. John H. Fahey, publisher. Subscription, \$3; sworn average circulation for nine months ending April 1914, 12,016* net; 12 to 24 pages, 7 columns;

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length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. per inch; 100 in., 40 cts.; 200 in., or more, 30 cts. an inch; first page, 35 cts. per inch extra; last page, 15 cts. per inch extra; full position, 25% extra. Classified, 2½ cts. a line. Reading notices, 15 cts. per count line; first page, 35 cts.; last page, 25 cts. a line; full faced readers, 35 cts. per count line; first page, 50 cts.; telegraphic readers, 50 cts. a line.

SKANDINAVIA—Every Wednesday. Swedish. Independent. Established 1886. The Swedish Publishing Co., publishers. Subscription, \$1.50; claimed circulation for year 1913, 12,428; 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 4 cts. a line, with discounts of 5, 10, 15 and 20% for 1,000, 2,000, 5,000 or 10,000 lines space respectively. Reading notices, 10 cts. per line.

SVEA—Every Wednesday. Swedish. Independent Republican. Established 1897. Svea Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for four months ending April, 1914, 19,880*; 20 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 5,000 lines, 10% discount. Reading notices, 15 cts. per brevier line.

TELEGRAM—Every morning including SUNDAY. Republican. Established 1886. Telegram Newspaper Co., publishers. Subscription, \$6; Sunday, \$2; claimed average circulation for year 1913, daily, 28,149; Sunday, 32,860; daily, 16 to 26 pages; Sunday, 48 to 72 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 5 cts. a line; last page, 7½ cts.; first page, 10 cts.; other selected pages, 6 cts. a line. Preferred position, 15 and 25% extra. Classified, 1c. a word (minimum, 20 words). Reading notices, 15 cts. per count line; last page, 20 cts.; first page, 25 cts. a line.

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ADRIAN—Population 10,763. 3 railroad systems or seven radiating steam railway lines and one interurban line. In the center of fine farming section and shipping point for live stock, grain and dairy products; industries include piano, furniture, leather, woven wire fence, condensed milk and screen door factories; also large knitting mills and machine shops. Seat of Adrian College and St. Joseph's Academy and State Industrial Home for Girls. Annual value of manufactured products, \$7,000,000.00.

MICHIGAN PATRON—Monthly. Grange, Farm. Established 1902. The Patron Publishing Co., publishers. Subscription, 25 cts.; claimed circulation for year 1913, 10,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Forms close 25th preceding month. Can use matrices.

Advertising rates, agate, 50 cts. an inch.

TELEGRAM—Every evening except Sunday. Independent. Established 1892. Stuart H. Perry, editor and publisher. Subscrip-

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tion, \$5; sworn average circulation for three months ending July 1914, 10, 255* net paid; 10 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 42 cts. an inch; full position, 52 cts.; 100 in. within one year, 35 or 42 cts.; 250 in., 28 or 35 cts.; 500 in., 24 or 28 cts. an inch. Classified, 1c. per word. Reading notices, 10 cts. a count line.

ANN ARBOR—Population 14,817. On Huron River. 2 railroads. Fine farming country. Manufactures steel balls, furniture, ladders, gas engines, agricultural implements, plumbers' supplies, motor trucks, gasoline lamps, rural delivery carts, carriages, overalls, lace curtains, underwear, ladies' suits and corsets. Seat of University of Michigan, University School of Music and Michigan High School. Annual value of manufactured products \$3,215,000.00. Bank clearings during 1913, \$11,012,016.97.

MICHIGAN ALUMNUS—Monthly (12th) during college year. College Graduate. Established 1894. Alumni Association of the University of Michigan, publishers. Subscription, \$1.50; claimed average circulation for school year, 1912-13, 7,000; 80 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close last day of month preceding issue.

Advertising rates, ⅓ page, \$2; ½ page, \$3; ¾ page, \$5; 1 page, \$10; one page, \$20; 10% discount on 5 or more insertions.

TIMES NEWS—Every evening except Sunday. Independent. Established 1835. Times-News Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April 1914, 6,974* net paid; 8 to 16 pages, 7 and 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. 100 in. within one year 25 cts.; 500 in., 20 cts.; 1,000 in., 15 cts. an inch. Preferred positions, 10 or 25% extra. Reading notices, 10 cts. a line; telegraphic readers, 25 cts. a line.

BATTLE CREEK—Population 25,267. On Kalamazoo River. 3 railroads. Has fine water power and surrounded by excellent fruit, grain growing and wool producing section. Manufactures include threshing machines and engines (2 big plants), 3 big steam pump plants, paper mill, gas stove plant, paper cartons and fibre shipping cases, largest cereal food center in the world, largest sanitarium in the world with 2,000 transient population, brass specialty plant, printing press plant, big candy factory, 94% of population are American born and 70% own their homes. Bank deposits over \$11,000,000, per capita deposit about \$440. Wage scale 4 cts. per day higher than any other city in Michigan. Annual payroll \$8,500,000.00. Annual value of manufactured products estimated over \$20,000,000.00.

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DOG FANCIER—Monthly. Live Stock. Established 1891. Eugene Glass, publisher. Subscription, 50 cts.; claimed circulation for year 1913, 5,000; 52 pages, 3 columns; length of columns, 9 in.; width, 2½ in. Can not use matrices. Forms close on 25th of month.

Advertising rates, \$1 an inch first insertion; 10% less for subsequent insertions.

ENQUIRER—Every morning except Monday, including SUNDAY and NEWS—Every evening except Sunday. Republican. Established 1900. Enquirer Publishing Co., publishers. Subscription, morning, \$5; evening, \$4; sworn average circulation for six months ending May, 1914, morning, 7,321*; evening, 4,862*; 10 and 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, morning, 28 cts. an inch; 300 in., 24 cts.; 500 in., 20 cts. an inch. Evening, 18 cts.; 300 in., 16 cts.; 500 in., 14 cts. an inch. Combination, 42 cts.; 300 in., 35 cts.; 500 in., 28 cts. an inch. Preferred position either edition, 4 cts. an inch additional. Reading notices, either edition, 8 cts. a count line. Classified, either edition, 1c. per word.

GOOD HEALTH—Monthly. Home Health. Established 1865. Good Health Publishing Co., publishers. Subscription, \$1; claimed average circulation for year ending April 30, 1913, 12,500; 80 to 88 pages, 1 column; length of column, 4 in.; width, 3½ in. Forms close 5th of month preceding publication.

Advertising rates, one page, \$30; ¼ and ½ pages, pro rata. Discount, six months, 5%; one year, or 3 pages, within one year, 10%.

JOURNAL—Every evening except Sunday, and **JOURNAL AND RECORD, SUNDAY MORNING**. Republican. Established 1869. Battle Creek Journal Co., publishers. Subscription, daily, \$6; Sunday, \$1.50; claimed average circulation for year 1913, daily and Sunday, 5,000; daily, 8 to 16 pages; Sunday, 16 to 44 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; three or more insertions, or 500 in. on yearly contract, 25 cts.; 1,000 in., 20 cts. an inch.

NEWS—See Enquirer.

MICHIGAN POULTRY BREEDER—Monthly. Poultry. Established 1885. George S. Barnes and J. Wesley DeRees, publishers. Subscription, 25 cts.; claimed average circulation for year ending April, 1914, 22,000; 24 pages, 3 columns; length of columns; 10 in.; width, 2½ in.

Advertising rates, an inch, \$1.50; six months, \$1.35; one year, \$1 an inch.

BAY CITY—Population 45,166. On Saginaw River. 4 railroads. Coal mines in vicinity and extensive fisheries. Industries include

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ship building, salt production, lumbering and the manufacture of chemicals, chicory and beet sugar.

NATIONAL FARMER—Every Thursday. Sugar Beet Culture and Agricultural. Established 1898. S. O. Burgdorf, publisher. Subscription, 75 cts.; claimed average circulation for year 1913, 37,000; 8 to 12 pages, 4 columns; length of columns, 15½ in.; width, 2½ in.

Advertising rates, agate, 15 cts. a line.

TIMES—Every evening except Sunday. Independent. Established 1879. Bay City Times Co., publishers. Subscription, \$4; sworn average circulation for year 1913, 11,654* net paid; 8 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts.; full position, 4½ cts. a line; on yearly contract, 1,000 lines, 3 cts.; 3,000 lines, 2½ cts.; 7,000 lines, 2 cts. Position, ½ c. a line extra. Classified, 1c. a word. Reading notices, 12 cts. a line, count.

TRIBUNE—Every morning including SUNDAY. Republican. Established 1872. Bay City Tribune Co., publishers. Subscription, \$5.20; claimed average circulation for year 1913, 10,300; 8 to 12 pages, (Sunday, 18 to 28 pages), 7 columns; length of columns, 21¼ in.; width, 13½ ems. Can use matrices.

Advertising rates, daily or Sunday, agate, 2½ cts.; 100 in., 2 cts. a line. Preferred position, 15% extra. Reading notices, 15 cts.; pure readers, 25 cts. a line. Classified, 5 cts. a line.

CARO—Population 2,272. Is located in a thriving agricultural community, on the Bay City & Western and Michigan Central Railroads. Industries include large beet sugar factory, lumber and flour mills.

TUSCOLA COUNTY ADVERTISER—Every Friday. Republican. Established 1868. A. D. Gallery, publisher. Subscription, \$1; sworn average circulation for year ending February, 1914, 5,123*; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can not use matrices.

Advertising rates, 25 cts. an inch. Composition, 5 cts. an inch extra. Preferred positions, 10 and 20% additional. Readers, 10 cts. per line.

CHARLOTTE—Population 4,886. Located in a rich agricultural region on the Michigan Central and Grand Trunk Railroads. Industries are furniture, auto truck, post hole augers and scythe snath factories.

TRIBUNE—Every Wednesday. Republican. Established 1887. Ward & Nies publishers. Subscription, \$1; sworn average circulation for three months ending April, 1914,

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4,750*; 10 to 12 pages, 6 columns, length of columns 20 in.; width 2½ in. Can not use matrices.

Advertising rates, 25 cts. an in.; 10 in. or more, 20 cts. an inch. Readers, 15 cts. a line. Classified, 5 cts. a line.

See advertisement on page 448.

DETROIT—Population 465,766 (1910 census; since then there has been 50% increase). On Detroit River (near Lake Erie) and 8 railroads. Metropolis of Michigan. Has excellent harbor and vast shipping trade. Leads the world in number and value of automobiles manufactured. Industries also include car works, stove and tobacco factories, adding machine, paint, varnish and pharmaceutical supplies. Annual value of manufactured products \$410,000,000.00. Bank clearings during the year 1913, \$331,053,375.00.

ABEND-POST—Every evening except Sunday. **SUNDAY MORNING** and **FAMILIEN BLAETTER**, semi-weekly, Tuesdays and Fridays. German. Liberal Republican. Established 1854. August Marzhausen, proprietor. Subscription, daily, \$7.80; semi-weekly, \$2; circulation—not given by publisher; 8 pages (Sunday, 16 or more pages), 7 columns; length of columns, daily, 21 in.; width, 2½ in. Can use matrices. Office, corner Miami and Wilcox Streets.

Advertising rates, daily or Sunday, \$1; an in.; 100 in. on yearly contract, 84 cts.; 200 in., 63 cts.; 500 in., 50 cts.; 750 in., 47 cts.; 1,000 or more in., 42 cts. an inch. Reading notices, first page, 30 cts.; inside pages, 20 cts. a line. Classified, 1½ cts. a word first time; 1c. a word subsequent insertions. Semi-weekly, display, \$1.50 an inch. Reading notices, 50 cts. a line. Discount on display, 100 in., 5%; 200 in., 7½%; 300 in., 10%; 500 in., 12½%; 750 in., 15%; 1,000 in., 20%; 2,000 in., 25%; 3,000 in., 30%; 4,000 in., 40%.

ACCOUNTANT—Monthly (1st). Business Methods. Established 1909. E. H. Beach, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 30,000; 100 pages, 2 columns, length of columns, 5 in.; width, 1½ in. Can use matrices. Forms close 25th of month preceding. Office, 69-71 Fort Street.

Advertising rates, \$24 a page.

ADVANCE ADVOCATE—Monthly. Union Labor. Established 1891. International Brotherhood of Maintenance of Way Employees, publishers. Subscription, \$1; claimed average circulation for year ending March 1914, 24,970 net; 116 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month. Office, 27 Putnam Avenue.

Advertising rates, \$3 an inch; ¼ page (4 in.), \$9; ½ page, \$15; one page, \$25. Position ads and cover pages, 20% additional.

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AMERICAN BOY—Monthly. Juvenile. Established 1899. The Sprague Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 211,666; 32 to 36 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Forms close 1st preceding month. Office, American Building.

Advertising rates, agate, \$1 a line; one page (800 lines), \$700; ¼ and ½ pages, pro rata.

AMERICAN ELK—Fortnightly. Fraternal. Established 1904. The American Elk, publisher. Subscription, \$1; circulation—not given by publisher; 20 to 32 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices.

Advertising rates, \$1 an inch; full page, \$60; ½ or ¼ page, pro rata.

ANGELUS—Every Sunday. Catholic. Religious. Established 1882. The Angelus Publishing Co., publishers. Subscription, 75 cts.; circulation—not given by publisher; 10 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Forms close one week in advance. Office, 62-64 Griswold Street.

Advertising rates, agate, 10 cts. a line. Discount, 5, 10 or 20% on 3, 6 or 12 month contracts.

BAY VIEW MAGAZINE—Monthly, except June, July, August and September. Literary. Established 1893. J. M. Hall, publisher. Subscription, \$1.50; claimed average circulation for year, 1913, 16,650; 72 pages, 2 columns; length of columns, 7¾ in.; width, 2½ in. Can use matrices. Office, 165 Boston Boulevard.

Advertising rates on application.

BEACH'S MAGAZINE OF BUSINESS—Monthly. Educational. Established 1909. E. H. Beach, publisher. Subscription, 50 cts.; claimed average circulation for 1913, 35,468; 96 to 128 pages, 1 column; length of column, 5 in.; width, 3½ in. Forms close 25th preceding month. Can use matrices. Office, 57-59 West Fort Street.

Advertising rates, full page, \$24; ½, ¼ or ⅓ pages, pro rata. Inside cover page, \$35.

BEE HIVE—Monthly. Fraternal. Established 1881. Bee Hive Publishing Co., publishers. Subscription, \$1; sworn average circulation for four months ending May, 1914, 226,831*; 24 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 9th preceding month.

Advertising rates, agate, \$1 a line.

BUSINESS—Monthly. Office, Store and Factory. Established 1887. The Business Man's Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 67,220 net; 80 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10th and 18th of preceding month. Office, Fort and Wayne Streets.

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Advertising rates, agate, 50 cts. a line, flat; one page, \$210; smaller space, pro rata. Classified (15 words minimum), 12 cts. per word.

BUSINESS SERVICE—Monthly. Commercial. Established 1908. Co-Operative Bureau of the American Collection Service, publishers. Subscription, \$1; circulation—not given by publisher; 32 to 40 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Office, Case Building.

Advertising rates, 1 page, \$40; smaller space, pro rata.

CONCRETE-CEMENT AGE—Monthly (5th). Trade. Established 1904. Concrete-Cement Age Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for year ending May 31, 1914, 11,054; 160 pages, 2 columns; length of columns, 10 in.; width, 3¼ in. Forms close 28th preceding month. Office, 312 New Telegraph Bldg.

Advertising rates, ½ page, one time, \$15; ¼ page, \$25, ½ page, \$45; one page, \$80.

COURIER—Every Saturday. Independent. Established 1864. Edward Wildman, publisher. Subscription, \$1; claimed average circulation for year 1913, 9,182 net; 8 pages, 8 columns; length of columns, 21 in.; width, 2 in. Can use matrices. Office, 9294 Griswold Street.

Advertising rates, \$1 an inch; 13 times, 75 cts.; 26 times, 60 cts.; 52 times, 50 cts. an inch. Preferred position, 25% extra. Reading notices, 25 cts. a count line. Classified, 2 cts. per word; display, 10 cts. a line.

DZIENNIK POLSKI—Every evening except Sunday. Polish-Independent. Established 1903. Polish-American Publishing Co., (Inc.) publishers. Subscription, \$3; claimed average circulation for year 1913, 12,350; 8 pages, 7 columns, length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 424 Canfield Ave. E.

Advertising rates, 30 cts. an inch. Classified, 1 ct. per word.

FAMILIEN BLAETTER—See Abend Post.

FRATERNAL INDEX—Monthly (1st.) Fraternal. Established 1888. Eminent Grand Commandery, A. I. O. S. B. publishers. Subscription 50 cts.; claimed average circulation for year 1913, 17,000*; 8 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Can not use matrices. Forms close 25th. Office Cass and Warren Aves.

Advertising rates, 10 cts.; a line; \$1 an in.

FREE PRESS—Every morning including SUNDAY. Independent. Established 1831. Subscription, \$5; Sunday, \$2.50; sworn average circulation for year ending March, 1914, daily, 68,524* net paid; Sunday, 101,259* net paid; daily, 12 to 24 pages; Sunday, 64 to 128 pages, 8 columns; length of columns,

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21.; width, 2 in. Can use matrices. Office, 11-17 Lafayette Avenue.

Advertising rates, 7 lines or more, agate, daily, 13 cts. a line; Sunday, 15 cts. a line; 1,000 lines, daily, 12 cts.; Sunday, 14 cts.; 3,000 lines, daily, 10 cts.; Sunday, 12 cts.; 5,000 lines or more, daily, 9 cts.; Sunday, 11 cts. Preferred position, daily, per line additional, 1 and 2 cts.; Sunday, $1\frac{1}{2}$ and 3 cts. Books, and publishers, schools and colleges and strictly mail order advertising, daily, 10 cts. and Sunday, 12 cts. a line, flat. Classified, 10 cts. a line. Reading notices, daily, 50 cts. a line; Sunday, 60 cts.; 500 lines, 40 or 50 cts.; 1,000 lines or more, 35 or 40 cts. a line respectively for daily or Sunday; telegraphic readers, \$1 a line, first page, daily, 75 cts.; Sunday, \$1 per line.

GATEWAY—Monthly. Literary. Established 1903. The Gateway Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 23,250; 52 to 80 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in.

Advertising rates, \$4 an inch; full page, \$70; $\frac{1}{4}$ and $\frac{1}{2}$ pages pro rata; inside cover, \$80; back cover, \$100.

GLENER—Semi-Monthly (1st and 15th). Agricultural. Established 1894. Rural Pub. Co., publishers. Subscription, 50 cts.; guaranteed average circulation for years 1914-15, 85,000; 24 to 44 pages, 4 columns; length of columns, 13 in.; width, $2\frac{1}{2}$ in. Office, 95 Fort Street, west.

Advertising rates, 40 cts. a line; full page (728 lines), \$250; inside covers, \$275; back cover, \$300.

HEROLD—Every Friday, German-Labor. Established 1884. Theo. Dreyer publisher. Subscription, \$1.50; claimed average circulation for year 1913, 5,400; 12 pages, 7 columns; length of columns, $19\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Cannot use matrices. Office, 96 Brush Street.

Advertising rates, 40 cts. an inch, with discount of 25% on 20 in. within one month; 40% on 100 in. within three months; 50% on 500 in. within one year.

HORSE-SHOERS' JOURNAL—Monthly. (15th). Established 1875. Master Horse Shoers' National Protective Association, publishers. Subscription, \$1; circulation—not given by publisher. Forms close 5th of month preceding. Office, American Building.

Advertising rates, \$5 an inch; three months, \$12; six months, \$18; one year, \$30; 2 in., one time, \$8; $\frac{1}{4}$ column, \$12; $\frac{1}{2}$ column, \$18; $\frac{1}{2}$ page, \$26; one page, \$50. Discount on 3 months or longer.

INFORMER—Every Saturday. Colored. Independent. Established, 1897. James A. Ross, editor and publisher. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 22

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in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 276 Antoine Street.

Advertising rates upon application.

JOURNAL—Every evening except Sunday, and SEMI-WEEKLY, Tuesdays and Fridays. Republican. Established 1883. The Detroit Journal Publishing Co., publishers. Subscription, daily \$5; semi-weekly, \$1; sworn average circulation for six months prior to April 1, 1914, daily, 80,572* net paid; semi-weekly, each issue, claimed 5,000; daily, 12 to 32 pages; weekly, 8 to 12 pages; daily or weekly, 8 columns; length of columns, 21 in.; width, 2 in. Can use matrices. Office, Detroit Journal Building.

Advertising rates, agate, 14 cts. a line. Open space, within one year, 1,000 lines, 12 cts.; 5,000 lines, 9 cts. per line; preferred positions, next reading or top column, 1c.; full position, 2 cts. a line additional. Reading notices, (allow two lines for head lines) 50 cts. a count line; 500 lines, 40 cts.; 1,000 lines or more, 35 cts. a line; telegraphic readers, \$1 a line. Flat rate for financial, books and publishers, schools, colleges, resorts and strictly mail order business, 10 cts. a line. Classified, $1\frac{1}{2}$ cts. a word, (minimum 2 lines, 12 words). Semi-weekly, covering both editions, 6 cts. a line, flat. Reading notices, 25 cts. a line flat. Classified, 1c. a word or 6 cts. per line.

MICHIGAN CHRISTIAN ADVOCATE—Every Saturday. Methodist. Established 1874. Michigan Christian Advocate, (Inc.), publishers; Subscription, \$1.50; sworn average circulation for year ending April, 1914, 18,307*; 16 pages, 5 columns; length of columns, $15\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Office, 21 Adams Avenue, East.

Advertising rates, per agate line, 10 cts.; 1,000 lines or more, 8 cts.

MICHIGAN DAIRY FARMER—Semi-Monthly (1st and 15th). Dairying. Established 1909. Dairy Farmers Co., publishers. Subscription, \$1; claimed average circulation for year ending April, 1914, 6,200; 16 pages, 4 columns; length of columns, 12 in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 10th and 15th. Office, American Building.

Advertising rates, agate, 5 cts. a line, flat.

MICHIGAN FARMER—Every Saturday. Agricultural. Established 1843. The Lawrence Publishing Co., publishers. Subscription, 50 cts.; guaranteed circulation for year 1914, exceeding 80,000; 20 to 40 pages, 4 columns; length of columns, $13\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close Monday preceding. Office, 39 to 45 Congress Street, West.

Advertising rates, agate (minimum, \$1.20), 40 cts. a line, flat. Reading notices, \$1 per count line. A discount of 10% allowed on all advertising in combination with either one or both the OHIO FARMER or PENNSYLVANIA FARMER.

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MICHIGAN MANUFACTURER & FINANCIAL RECORD—Every Thursday. Financial-Industrial. Established 1905. Manufacturer Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 6,500; 32 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Cannot use matrices. Office, 420 Free Press Bldg.

Advertising rates, \$1.25 an in.; full page, \$35; ½ page, \$20; ¼ page, \$10; inside cover, \$1.75 an in. or \$50 a page; outside cover, \$2.50 or \$65 a page. Discount of 20% on contracts of 100 in. or more. Reading matter, 15 cts. a line.

MODERN METHODS—Monthly. Business and Office. Established 1903. Modern Methods Publishing Co., publishers. Subscription, \$1; detailed average circulation for year ending June, 1914, 52,021*; 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th of month preceding. Office, Monroe and Hastings Streets, Detroit, Mich.

Advertising rates, \$4 an inch; full page, \$64; ¼ and ½ pages, pro rata; 6 or more, insertions within one year, 5% discount.

See advertisement on page 524.

MOTORMAN AND CONDUCTOR—Monthly. Labor. Established 1895. Amal. Ass'n Street Electric Ry. Employees of America, publishers. Subscription, \$1; claimed average circulation for year 1913, 57,600; 40 pages, 6½x10. Office, Hodges Building.

Advertising rates, full page, \$50; less space, pro rata.

See advertisement on page 472.

NEWS—Every evening except Sunday, and TRIBUNE, every morning including SUNDAY. Independent. Established 1842. The Evening News Ass'n, publishers. Subscription, evening or morning, \$5; Sunday, \$2.50; sworn average circulation for six months ending March 31, 1914, evening, 141,018* net paid; morning, 41,736* net paid; Sunday 113,643* net paid; evening, 16 to 36 pages; morning, 14 to 28 pages; Sunday, 84 to 112 pages; 8 columns (all editions); length of columns, 22 in.; width, 2 in. Can use matrices. Office, 65-69 Shelby Street.

Advertising rates, agate, EVENING NEWS 20 cts. a line; on yearly contract, 13 times or 500 lines 18 cts.; 26 times or 1,000 lines, 17 cts.; 52 times or 2,500 lines, 16 cts.; 104 times or 5,000 lines, 15 cts. a line. In combination with MORNING TRIBUNE 15% discount from combined rates. Special positions, next to reading, 1½ cts. or full position, 3 cts. a line additional. Mail order, educational, publishers, hotels or financial, 16 cts. a line, flat. Automobile to holders of Sunday Tribune contracts for 52 times or 5,000 lines 15 cts. a line. Reading notices, 80 cts. a line; on yearly contract, 100 lines, 65 cts.; 500 lines, 55 cts. a line, first page, 5 cts. a line extra; full face heading counts double. Classified, 2½ cts. per word. MORNING TRIBUNE, display, daily, 10 cts.; Sunday, 15

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cts. a line; on yearly contract, 13 times or 500 lines, daily, 8 cts.; Sunday, 14 cts.; 26 times or 1,000 lines, daily 7 cts.; Sunday 13 cts.; 52 times or 2,500 lines daily, 6 cts.; Sunday, 12 cts.; 104 times or 5,000 lines daily, 5 cts.; Sunday 11 cts. a line. In combination with daily and Evening News 15% discount from the combined rates. Special position, next to reading, 1c.; full position, 2 cts. a line, additional. Mail order, educational, publishers, hotels or financial—daily, 6 cts.; Sunday, 12 cts. a line, flat. Automobile, 52 times or 5,000 lines in one year, daily 5 cts.; Sunday, 11 cts. a line. Reading notices, daily, 50 cts.; Sunday, 75 cts.; on yearly contract, 100 lines, 40 cts. or 60 cts.; 500 lines, 30 cts. or 50 cts. a line for daily or Sunday; first page, 5 cts. additional; full face headline counts double. Classified, daily 1 cts. Sunday 1½ cts. per word.

PENBERTHY ENGINEER AND FIRE-MAN—Monthly. Mechanical Engineering. Established 1893. Penberthy Press, publishers. Subscription, 50 cts.; claimed average circulation for year, 1913, 15,000; 80 pages, 2 columns; length of columns, 7 in.; width, 2 in. Forms close 15 days in advance. Cannot use matrices. Office, 360 Holden Avenue.

Advertising rates, ¼ page (minimum space), \$12.50; ½ page, \$20; one page, \$35; two pages, \$50.

PERE MARQUETTE MAGAZINE—Monthly (1st). Railroad Employees. Established 1909. Pere Marquette Railroad Company, publishers. Subscription, \$1; (distributed free to employees); claimed average circulation for year 1913, 20,000; 00 pages, 1 column, length of columns, 7½ in.; width, 4¾ in. Cannot use matrices. Forms close 20th of month preceding. Office, 302 Union Depot Building.

Advertising rates, full page, \$60; three insertions, \$55; six insertions, \$50, or 12 insertions, \$40 each insertion; ½ page, \$35, \$32, \$30 or \$25; ¼ page, \$20, \$18, \$15, or \$13; ⅓ page, \$15, \$13, \$10, or \$8; each issue respectively.

SATURDAY NIGHT—Every Friday. Independent. Established 1907. Detroit Saturday Night Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 24 to 32 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 154-6-8-60 Fort Street, West.

Advertising rates, agate, 15 cts. a line; 5 times, or 1,000 lines, 12 cts.; 13 times, or 2,500 lines, 11 cts.; 26 times, or 5,000 lines, 10 cts. a line. Reading notices, 50 cts. a line.

THERAPEUTIC GAZETTE—Monthly (15th). Medical. Established 1876. E. G. Swift, publisher. Subscription, \$2; claimed average circulation for year 1913, 15,000; 140 pages, 2 columns; length of columns, 9 in.; width, 3 in. Can use matrices. Forms close 15 days preceding. Office, corner Joseph Campan Ave. and Atwater Street.

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Advertising rates, full page, \$50; $\frac{1}{2}$ page, \$30; $\frac{1}{4}$ page, \$20; $\frac{1}{8}$ page, \$12; $\frac{1}{16}$ page, \$7; with discounts on six or twelve month contracts.

TIMES—Every evening except Sunday. Independent. Established 1900. The Detroit Times Co., publishers. Subscription, \$3; sworn detailed average circulation for six months, ending April 30, 1914, 36,315*; 10 to 24 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 13-15 John R. Street.

Advertising rates, agate, 15 cts. a line each insertion; 1,400 lines, within one year, 10 cts. a line; 2,800 lines, 9 cts.; 4,200 lines, 8 cts.; 7,000 lines, 7 $\frac{1}{2}$ cts.; 10,000 lines, 7 cts.; 14,000 lines, 6 cts. a line. Reading notices, brevier, 35 cts. a line; first and editorial pages, 50 cts.; telegraphic readers, 75 cts. Classified, 5 cts. per nonpareil line (minimum charge, 15 cts.).

TRIBUNE—Morning and Sunday edition of News, which see.

FLINT—Population 38,550. On Flint River. 2 railroads. Industries include automobiles, carriage works, varnish plant, axle, spring works, brass foundry, machine shops, cigar factories. State Institution for the Deaf and Dumb located here. Annual value of manufactured products, \$32,000,000.00. Bank clearings during the year 1913, \$21,785,953.64.

JOURNAL—Every evening except Sunday. Independent. Established 1883. Flint Journal Company, publishers. Subscription, \$3; sworn detailed average circulation, for year 1913, 17,796* net; 12 to 24 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; open space, 1,000 lines, 3 $\frac{1}{2}$ cts.; 3,000 lines, 3 cts.; 7,000 lines or more, 2 $\frac{1}{2}$ cts. a line. Preferred positions, 5, 4, 3 $\frac{1}{2}$ and 3 cts. a line respectively. Classified, 1c. a word (minimum charge, 15 cts.). Reading notices, 15 cts. per count line; on yearly contract of 1,000 lines, 10 cts. a line.

PRESS—Every evening except Sunday. Independent. Established 1912. Flint Press Publishing Co., publishers. Subscription, \$3.64; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 23/16 in. Can use matrices.

Advertising rates, 25 cts. an inch; 500 in., within one year, 21 cts.; 1,000 in., 17 cts. an inch. Reading notices, 10 cts. a count line; on yearly contracts, 5 cts. a line. Classified, 1c. per word.

GRAND RAPIDS—Population 112,571. On Grand River. 5 railroads. Distributing point for very wide section. Gypsum deposits in vicinity. Said to be the largest producers in the world of carpet-sweepers, gypsum products, show cases, window sash, pulleys,

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and to make the best furniture in the world; the only producers in the United States of sticky fly-paper, the only factory in the world making machines for putting buttons on shoes. Michigan Soldiers' Home located here. Jobbing business is in excess of \$40,000,000.00 per year. Annual value of manufactured products, \$56,000,000.00. Bank clearings during the year 1913, \$170,674,607.40.

AMERICAN CHEESEMAKER—Monthly. Cheese Interests. Established 1885. Tradesman Co., publishers. Subscription, 50 cts.; sworn average circulation for year 1913, 7,000 net paid; 8 pages, 4 columns; length of columns, 12 in.; width, 2 $\frac{1}{2}$ in. Office, Barnhart Building.

Advertising rates, \$2 an inch; three months, \$1.50; six months, \$1.25; one year, \$1 an inch, per time; front page, double price; every other month, 10% extra. Reading notices, 20 cts. a line.

FRUIT BELT (The)—Monthly (1st). Agricultural. Horticultural. Established 1905. Welsh Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 40,000; 32 pages, 4 columns; length of columns, 14 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Forms close 20th preceding month. Office, 1-3 South Ionia Street.

Advertising rates, agate, 25 cts. a line; full page, \$160; $\frac{1}{2}$ page, \$84; $\frac{1}{4}$ page, \$44. Discounts of 5 or 10% on contracts of six or twelve consecutive months.

FURNITURE RECORD—Monthly. Trade. Established 1900. Grand Rapids Furniture Record Co., publishers. Subscription, \$1; claimed circulation, for year 1913, 4,059 net; 208 pages, 2 columns. Office, Ellsworth and Williams Streets.

Advertising rates, one inch, one time, \$5; three months, \$13.50; six months, \$24; one year, \$40; $\frac{1}{2}$ page, one time, \$6; $\frac{1}{4}$ page, \$12; $\frac{1}{8}$ page, \$20; $\frac{1}{16}$ page, \$30; one page, \$50.

HERALD—Every morning including SUNDAY. Republican. Established 1884. Herald Publishing Co., publishers. Subscription, daily, \$5; Sunday, \$2; guaranteed average circulation for year 1913-4, daily and Sunday, 35,000. Daily, 10 to 16 pages; Sunday, 38 to 60 pages, 7 columns; length of columns, 21 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, Herald Square.

Advertising rates, agate, 8 cts. a line; 1,000 lines, on yearly contract 7 cts. a line; 2,500 lines, 6 cts.; 5,000 lines, 5 cts.; 10,000 lines or more, 4 cts. a line. Preferred position, 12 $\frac{1}{2}$ and 25% extra. Classified, 1c. a word. Minimum charge, 15 cts. Reading notices, 15 cts. a line; first page, 25 cts. a line.

HET IDEAL MAGAZINE—Monthly. Hollandish. Literary. Established 1906. The Ideal Publishing Co., publishers. Subscrip-

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tion, \$1; claimed circulation for year 1913, average, 10,500; 16 pages, 4 columns. Can-not use matrices.

Advertising rates, 6 cts. a line.

HOLLANDSCHE FARMER—Monthly. (1st). Hollandish. Established 1913. H. H. D. Langereis, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 25,000; 16 pages, 4 columns, length of columns, 14½ in.; width, 2½ in. Forms close 24th of preceding month.

Advertising rates, agate, 10 cts. a line, flat.

HUISVRIEND (De). (The Homefriend)—Monthly. Hollandish. Mail Order. Established 1892. H. H. D. Langereis, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 15,000; 32 pages, 2 columns; size of pages, 9x12 in.; length of columns, 8 in. Forms close first of current month.

Advertising rates, agate, 7 cts. a line, flat.

MECHANICAL DIGEST—Monthly. Mechanical. Established 1909. John Brechting, publisher. Subscription, 25 cts.; claimed average circulation for year 1913, 35,000; 32 pages, 8 columns; length of columns, 10 in.; width, 2 in. Forms close 25th of preceding month. Office, 422 Livingston Street.

Advertising rates, agate, 10 cts. a line. Classified, 1c. a word.

MICHIGAN FARM HERALD—Monthly. (First Tuesday). Agriculture. Established 1911. The Herald Publishing Co., publishers. Subscription, 25 cts.; claimed average circulation for year 1913, 30,000; 24 to 48 pages, 3 columns; length of columns, 10 in.; 2½ in. Forms close 25th of month preceding.

Advertising rates, 15 cts. a line, flat.

MICHIGAN TRADESMAN—Every Wednesday. Commercial. Established 1883. Tradesman Co., publishers. Subscription, \$2; sworn detailed average circulation for year 1913, 9,300*; 52 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, Barnart Building.

Advertising rates, per inch, one time, \$1; one month, 95 cts.; three months, 90 cts.; six months, 85 cts.; one year, 80 cts. per time. E. O. W., 10% additional. Reading notices, 20 cts. a line.

NEWS—Every evening except Sunday. Independent. Established 1863. A. P. Johnson, publisher. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 23,664* net paid; 10 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, cor. Ottawa and Lyon Streets.

Advertising rates, 4 cts. a line; full position, 5 cts. a line. Classified, 15 cts.; 1½ cts. per word; capitals, double price. Reading notices, telegraphic, 50 cts. a count line, first page, \$1; first page, ordinary, 50 cts. a count

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line; inside readers, 25 cts. a count line; 200 lines within one year, 20 cts.; 500 lines, 15 cts.; 1,000 or more lines, 10 cts. a line.

PRESS—Every evening except Sunday. Independent. Established 1890. The Evening Press Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 64,895* net paid; for six months ending March 31, 1914, 67,152* net paid; 12 to 24 pages, or more, 7 columns; length of columns, 22 in.; width, 2 5/16 in. Can use matrices. Office, Head of Monroe St.

Advertising rates, transient, agate, 10 cts. a line. Open space, within one year, 1,000 lines, 9 cts. a line; 2,500 lines, 8½ cts.; 5,000 lines, 8 cts.; 10,000 lines, or more, 7 cts. a line. One inch, or more, on stated days, 26 times, 9 cts. a line; 52 times, 8½ cts.; 104 times, 8 cts.; 156 times, or more, 7½ cts. a line. Strictly mail order advertising, 8½ cts. a line, flat. 1½ cts. a line extra for full position. Reading notices, minion, 20 and 30 cts. a line. Classified, 1¼ cts. a word (minimum charge, 15 cts.).

HANCOCK—Population 8,981. 2 railroads. Ship canal to Lake Superior. Copper mining very largely engaged in. Has extensive steam mills, copper and smelting works factory and machine shops.

AMERIKAN SUOMETAR—Every Tuesday, Thursday and Saturday. Finnish—Independent. Established 1899. The Finnish Lutheran Book Concern, publishers. Subscription, \$2.75; claimed average circulation for 1913, 5,500; 8 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in. Cannot use matrices.

Advertising rates, one time, 50 cts. an inch; four times, 30 cts.; thirteen times, 25 cts.; twenty-six or more times, 20 cts. an inch per time. Translations made free of extra charge.

TYOMIES—Daily except Monday. Finnish. Socialistic. Established 1903. Tyomies Publishing Co., publishers. Subscription, \$3.75; claimed average circulation for year 1913, 13,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 40 cts. an inch; 4 times, 30 cts.; 13 times, 25 cts.; 24 times, 20 cts. an inch.

HASTINGS—Population 4,383. 2 railroads. In the center of excellent corn and wheat growing country. Industries include machine shop car seal, felt boot, women's novelty goods, cabinet, table and chair and bookcase factories. Annual value of manufactured products, \$1,827,000.00.

BANNER—Every Thursday. Republican. Established 1856. Cook Brothers, editors and publishers. Subscription, \$1; claimed circulation for six months ending April, 1913, 5,200; 16 to 20 pages, 8 columns; length of columns 22 in.; width 2½ in. Can use matrices.

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Advertising rates, 16 cts. an inch. Composition, 3 cts. an inch extra. Readers, 12½ cts. a line.

HOLLAND—Population 10,490. On Macatawa Bay. Pere Marq. Ry. Fine wheat section and considerable grain handled. Industries include beet sugar factory, flour mill, woodenware and furniture factories. Seat of Hope College.

GRONDWET (De)—Every Tuesday. Hollandish. Republican. Established 1860. Mrs. L. Mulder, publisher. J. B. Mulder, manager. Subscription, \$1.50; claimed average circulation for year 1913, 7,000; 16 pages, 6 columns; length of columns, 19¼ in.; width, 2½ in.

Advertising rates on application.

HOUGHTON—Population 5,113. 3 railroads. Ship canal to Lake Superior. Entirely engaged in mining; have some of the richest copper mines in the entire country. Michigan Mining School located here.

MINING GAZETTE—Every morning except Monday. Republican. Established 1858. The Mining Gazette Co., publishers. Subscription, \$6; claimed average circulation for year 1913, 7,418; 8 to 20 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 200 in., 20 cts.; 500 in., 16 cts.; 1,000 in., and over, 15 cts. an inch; financial, 25 cts. per inch, flat; preferred position, 10 and 25% extra. Locals, 10 cts. a line. Classified, 1c. a word, with discount on 6 or more insertions.

ISHPEMING—Population 12,448. 3 railroads. Mining largely engaged in, gold, silver and marble being found in vicinity; has rich iron mines, carriage factories and boiler shops.

SUPERIOR POSTEN—Every Saturday. Swedish. Republican. Literary. Established 1888. Swedish Newspaper Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,370; 8 to 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates on application.

ITHACA—Population 1,876. Located in a rich agricultural district on the Ann Arbor R. R. The principal industries are butter tub, staves, and heading factories.

GRATIOT COUNTY HERALD—Every Thursday. Republican. Established 1866. McCall & McCall, publishers. Subscription, \$1; circulation—not given by publisher; 12 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

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Advertising rates, 25 cts. an inch; on yearly contract, 100 in., 20 cts.; 150 in., 18 cts.; 300 in., 14 cts.; 1,000 in., 12 cts. Discount of 15% on electrotyped.

JACKSON—Population 31,433. On Grand River seventy-five miles West of Detroit. Nine railroad divisions and three interurbans; excellent agricultural section. Industries include cement making machinery, agricultural implements, signs and bill-boards, gas and gasoline engines, refrigerator, sewer pipe, tile, wheel, automobile and corset factories. Michigan State Prison located here. Annual value of manufactured products, \$50,000,000.00. Total resources of banks, \$9,191,000.00. Post office receipts 1913, \$160,000.00.

CITIZEN-PRESS—Every evening except Sunday. Independent. Established 1837. Jackson Citizen Co., publishers. Subscription, \$5.20; sworn average circulation for year, ending March 31, 1914, 13,388* net paid; 8 to 12 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in.

Advertising rates, agate, 42 cts. an inch; full position, 49 cts. an inch; 100 in., within one year, 35 cts.; full position, 42 cts.; 200 in., 32 cts. an inch; full position, 38 cts.; 300 in., 28 cts.; full position, 35 cts. an inch. Classified, 1c. a word. Reading notices, 10 cts. per count line, body type.

PATRIOT—Every morning except Monday. Independent Democratic. Established 1844. The Jackson Patriot Co., publishers. Subscription, daily, \$5.20; Sunday, \$1.50; sworn average circulation for six months ending April 1, 1914, daily, 10,662* net paid; Sunday, 11,817* net paid; daily, 8 to 12 pages; Sunday, 16 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 42 cts. an inch; full position, 49 cts. an inch; yearly contract, 100 in., 35 cts. an inch; full position, 42 cts.; 200 in., 32 cts.; full position, 38 cts.; 300 in., 28 cts.; full position, 35 cts. an inch. Full position ads must be at least 2 in. Classified, 1c. a word. Reading notices, 10 cts. per count line.

KALAMAZOO—Population 39,437. Famous as a celery and peppermint growing center also as a manufacturing with varied industries including planing and book paper mills, engine and boiler works, windmill, saw mill machinery, carriage, mattress, wind mill, washing machine, bedding, vegetable parchment, stoves, stationery, spring, gas lamp, electric sign, label, tank and silo, musical instrument, enameled tank, regalia, instantaneous hot water heater, iron and brass casting, loose leaf binder, railway supply, sleds, swing, paper boxes, play-

To err is human in advertising, but to keep on erring is suicide. Can we help YOU?

MICHIGAN

ing cards, corset and automobile accessory factories; drug, chemical and medicine laboratories, or 248 manufacturing enterprises in all, employing 12,400 people on an annual pay roll of more than one million dollars. Seat of Kalamazoo College, Western State Normal, Nazareth Academy, Michigan Asylum for the Insane located here. Annual value of manufactured products. \$25,864,926.30. Bank clearings during 1913 \$38,050,369.00.

ADVOCATE—Every Friday. Independent. Established 1904. The Advocate Publishing Co., publishers. Subscription, \$1; sworn claimed average circulation for nine months ending June, 1914, 4,700; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 25 cts. an in.; full position 30 cts. an inch. Pure locals 15 cts. a count line. Classified 1c. per word.

GAZETTE—Every morning except Monday. Democratic. Established 1833. Kalamazoo Gazette Co., publishers. Subscription \$5.20; sworn average circulation for nine months ending May, 1914, daily, 16,057* net paid; Sunday, 16,652* net paid; 12 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, first 500 lines, 3½ cts. a line; next 500 lines, 2½ cts.; 1,000 lines, 3 cts; next 1,000 lines, 2 cts.; 2,000 lines, 2½ cts; next, 1,000 lines, 1c.; 3,000 lines, 2 cts. a line. Strictly mail order advertising, 2½ cts. a line, flat. Preferred position, 15% extra. Reading notices, minion, 20 cts. per count line; telegraphic readers, 30 cts. per count line. Classified, 1c. a word (minimum charge, 15 cts.).

HOLLANDISCHE AMERIKAAN—Tri-Weekly. Mondays, Wednesdays and Fridays. Hollandish. Republican. Established 1889. Dalm Printing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 5,000; 7 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, 30 cts. an inch; 100 in., 28 cts.; 250 in., 25 cts.; 500 in., 22 cts.; 1,000 in., 18 cts.; 2,000 in., 15 cts.; 3,000 in., 12½ cts. an inch. Readers, 10 cts. a line; 1,000 lines, 7½ cts. a line.

POULTRY AND SUBURBAN FARMER—Monthly (1st.). Established 1904. Mark Walter, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 25,000; 32 pages, 4 columns, length of columns 12 in.; width 2½ in. Cannot use matrices. Forms close 20th of month preceding.

Advertising rates, agate, 20 cts. a line; full page (672 lines) \$104.16; ½ page \$58.80; ¼ page, \$31.08, with discounts on yearly contracts. Reading matter \$30 cts. a count line, with a discount of 10% on 100 lines or more. Classified (minimum 50 cts.) 5 cts. per word.

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POULTRY POINTERS—Monthly. Poultry-Agricultural. Established 1908. Poultry Pointers Publishing Co., publishers. Subscription, 50, cts.; claimed average circulation for year, 1913, 29,000; 36 to 64 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 15 cts. per line; ranging down to 12 cts. on time and space contracts. Reading notices, 25 cts. a line; with discount on 100 lines, or more.

TELEGRAPH-PRESS—Every evening except Sunday. Republican. Established 1844. Kalamazoo Telegraph-Press Co., publishers. Subscription, daily, \$5.20; Sworn average circulation for six months prior to April 1914, daily, 13,520* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; open space within one year, 700 lines, 3 2/7 cts. a line; 1,400 lines, 2 6/7 cts.; 2,800 lines and over, 2 2/7 cts. a line. Reading notices, 20 cts. per count line. Telegraphic readers, 30 cts. per count line. Classified, 1c. a word.

VEGETARIAN MAGAZINE—Monthly Food Reform. Established 1872. The Vegetarian Company (Inc.), publishers. Subscription, \$1; claimed average circulation for 1913, 16,000; 32 to 64 pages, 2 columns; length of columns, 8½ in.; width, 15 ems pica. Can use matrices. Forms close 5th of month preceding date of issue. Office, 6012 N. 29th Street (Clyde Cicero).

Advertising rates, \$2 an inch; \$25 a page; ¼ and ½ pages, pro rata.

LANSING—Population 13,229. On Grand River. 4 trunk line railroads, one belt line and a connecting railroad serve the city, coupled with three electric lines with hourly interurban service throughout central Michigan. Distributing point for extensive farming section. Has extensive trade in manufacture of automobiles, agricultural implements, gas engines, stationary and threshing engines, carriages and wagons, furniture, condensed milk, spokes, wind mills and pumps, cigars, flour, bricks and knit goods. Seat of State Agricultural College and State Reform School. Michigan College for the Blind located here. Annual value of manufactured products, \$30,000,000.00. Bank clearings during the year 1913, \$24,633,219.65.

MODERATOR-TOPICS—Every Thursday during school year. Educational. Established 1880. Henry R. Pattengill, publisher. Subscription, \$1.25; claimed average circulation for year 1913, 7,170; 20 pages, 3 columns; length of columns, 9½ in.; width, 2½ in.

Advertising rates, 1 inch, one time, \$3.50; 2 times, \$5.50; 5 times, \$7; 10 times, \$11.50; 20 times, \$18; 40 times, \$28; ½ page, one time, \$13; one page, \$20.

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STATE JOURNAL—Every evening except Sunday. Independent. Established 1855. The State Journal Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 14,640* net paid; 10 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; full position, 45 cts. an inch. Classified, 1c. a word (minimum charge, first insertion, 25 cts.) Reading notices, 15 cts. per count line.

PRESS—Every evening except Sunday. Independent. Established 1912. W. S. & Wm. Thomson, publishers. Subscription, \$2; sworn average circulation for six months ending March 31, 1914, 7,405* net paid; 8 to 12 pages; 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 500 in. within one year, 25 cts.; 1,000 in., 20 cts. an inch. Reading notices, 10 cts. a count line; on yearly contracts, 5 cts. a line. Classified, 1c. per word.

LAPEER—Population 3,946. Located in a thriving agricultural district on the Grand Trunk and the Michigan Central Railroad System. The chief enterprises being flour mills, foundry and machine shops, stoves, farm implements, rugs, sash, doors and blind factory, fruit evaporators and steam engine works. State Home for the Feeble Minded and Epileptics is located here.

LAPEER COUNTY CLARION—Every Thursday. Republican. Established 1856. Clarion Publishing Co., publishers. Subscription, \$1; claimed average circulation for first six months 1914, 4,650; 8 pages, 7 columns, length of columns, 22 in.; width, 2¼ in.

Advertising rates, 24 cts. an inch. Composition, 5 cts. an inch additional. Position, 10 and 20% extra. Locals, 5 cts. a line.

LAPEER COUNTY PRESS—Every Wednesday. Independent. Established 1840. H. O. Kudner, editor and publisher. Subscription, \$1; claimed average circulation for first six months 1914, 5,000; 8 to 24 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates upon application.

MUSKEGON—Population 24,062. (including Muskegon Heights and North Muskegon, 28,657). On Muskegon lake, an all-the-year harbor with service to Chicago and Milwaukee, 3 railroads and interurban line. Center of resort trade and is shipping point for rich fruit country. Has machine shops, malleable and gray iron foundries, saw and planing mills, piano, furniture and refrigerator factories, knitting and paper mills, boat building and automobile engine works; tannery and railway repair shops. Annual value of manufactured products, \$16,000,000.00. Bank clearings during 1913, 45,835,443.70.

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CHRONICLE—Every evening except Sunday. Independent. Muskegon Publishing Co., publishers. Subscription, \$3.60; claimed average circulation for 1913, 7,000; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 35 cts. an inch; full position, 42 cts. an inch; 100 in. within one year, 27 cts.; full position, 32 cts. an inch; 200 in., 24 cts.; full position, 29 cts. an inch; 300 in., 21 cts.; full position, 25 cts. an inch. Reading notices, 10 cts. per count line. Classified, 1c. a word, each insertion.

TIMES—Every morning except Monday, including Sunday. Independent. Established 1911. A. E. Boswell, publisher. Subscription, \$3.60; sworn average circulation for six months prior to April 1914, 5,300* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 25 cts. an inch. Reading notices, 10 cts. a count line; first page position, 25 cts. a count line. Classified, first insertion, 1c. per word.

OWOSSO—Population 9,639. 3 railroads. Distributing point of a very large agricultural area. Industries include flour mills, motor truck, carriage, handle, furniture and table factories, bending works, burial case factory and railway shops; also large beet sugar industry. Annual value of manufactured products, \$2,000,000.00. Bank clearings during 1913, \$4,000,000.00.

AMERICAN TYLER-KEYSTONE Monthly (1st.). Fraternal Masonic. Established 1888. Tyler Publishing Co. publishers. Subscription \$1; claimed average circulation for year 1913, 5,100; 24 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Cannot use matrices. Forms close 15th of month preceding.

Advertising rates, full page, \$30; six months contract, \$24; twelve months, \$21; ½ page, \$20, \$16 or \$14; ⅓ page, \$18, \$14 or \$12; ¼ page, \$15, \$11 or \$9; ⅕ page, \$10, \$6 or \$5 each insertion, respectively.

PONTIAC—Population 14,532. Grand Trunk Michigan Air Line and P. O. & N. railroads and Interurban line. A well known summer resort. Large produce and stock market. Industries also include the manufacture of automobiles, and automobile parts, flour and woolen mills; implement, brush, automobile top, power spraying, sausage, leather goods and vending factories, structural iron, varnish, vinegar, knitting, paint and varnish works; automobile painting and trimming plant and foundries. These various enterprises give employment to about seven thousand people with an average monthly payroll of \$175,000.00. Annual value of manufactured products, \$32,000,000.00. Bank clearings during year 1913, \$21,500,000.00.

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PRESS-GAZETTE—Every evening except Sunday. Independent. Established 1900. Harry Coleman, publisher. Subscription, \$2.50; sworn detailed average circulation for year 1913, 8,045* net; 8 and 10 pages; length of columns, 21¼ in.; width, 2½ in.

Advertising rates, agate, 2½ cts. a line on yearly contracts; 1,000 lines or 52 times, 2 cts.; 3,000 lines or 104 times, 1½ cts.; 5,000 lines or 156 times, 1½ cts. a line. Composition, 3 cts. an inch extra. Preferred position, 10 and 25% extra. Classified, 1c. a word (minimum charge, 25 cts.). Reading notices, 12½ cts. a line.

PORT HURON—Population 18,863. On St. Clair River near Lake Huron with steamer connections to Detroit. Port of entry, and wool and grain handled to a large extent; also has automobile, threshing machine, agricultural implement and chicory factories, steel ship yards, dry docks, car and locomotive shops, lumber mills, fibre works and elevators. Salt, oil and natural gas found in vicinity. Annual value of manufactured products, \$8,000,000.00. Bank clearings during year 1913, \$10,000,000.00.

LADIES' REVIEW—Monthly. L. O. T. M. of W. Established 1894. J. P. Sheils, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 180,000; 4 columns; length of columns, 12¼ in.; width, 2¼ in. Forms close 17th preceding month.

Advertising rates, agate, 60 cts. a line; full page (700 lines), one time, 350; ¼ page, \$100; ½ page, \$190; and outside back cover, \$400.

See advertisement on page 520.

LADY MACCABEE—Monthly. Woman's Beneficiary and Woman's Interests. Established 1892. Riverside Printing Co., publishers. Subscription \$1; claimed average circulation for year 1913, 49,000; 8 pages, 2, 3 or 4 columns; length of columns, 12½ in.; width, 4½, 2 13/14 or 2½ in. Can use matrices.

Advertising rates, agate, 30 cts. a line. Reading notices, 40 cts. a line.

TIMES-HERALD—Every evening except Sunday. Independent. Established 1872. The Times-Herald Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 13,236; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, less than 200 in., 35 cts. in inch; 200 in., or more, 30 cts. an inch; full position, 35 cts. Reading notices, 10 cts. a line, with discount on 100 lines or more; classified, 1c. a word, first insertion; subsequent insertions, ½ cts. a word.

SAGINAW—Population 50,510. On Saginaw River. Three trunk line railroad systems having several branches, also water transportation connected with Great Lakes. Distributing center of the Michigan beet sugar producing district and headquarters of

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Michigan bituminous coal industry; claimed to be the largest bean growing country in the United States; also manufactures automobiles, carriages, pianos and piano parts, brick machinery, art furniture, ladders, silos, rules and tapes, bakers machinery, hand saws, graphite products, vinegar, plate glass, woodenware, paving brick, dust separators, staves, hoops, lumber, tools and harness; has tomato catsup, kraut and pickle factories, as well as railway shops, bean elevators, knitting mills, boiler works, machine shops, coal mining in vicinity. Annual value of manufactured products \$23,058,000.00. Bank clearings during 1913, \$83,524,154.25.

COURIER-HERALD—Every morning except Monday. Republican. Established 1857. Courier-Herald Co., proprietors. Subscription, \$4.20; sworn average circulation for six months prior to April 1914, 14,590* net paid; 8 to 28 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 4 cts. a line; 100 in. within one year, 42 cts. an inch; 357 in., 35 cts.; 500 in., 28 cts. an inch. Position, 10 and 25% extra. Classified, 1c. a word. Reading notices, 15 cts. a line, with discount on 1,000 lines and over.

NEWS—Every evening except Sunday. Independent. Established 1881. Evening News Co., publishers. Subscription, \$4.15; sworn average circulation for six months prior to April, 1914, 18,221* net paid; 10 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; yearly contract rate, 3,000 lines, 3½ cts. a line; full position, 4 cts. a line; 7,000 lines, 3 cts. a line; full position, 3½ cts. a line. Preferred position, 6 cts. a line. Classified, 1c. a word (minimum, 15 words). Reading notices, 15 cts. per count line; 1,000 lines, 10 cts. a line.

POST-ZEITUNG—Every Thursday. German. Independent. Established 1866. Seemann & Peters, publishers. Subscription, \$1; sworn average circulation for first six months 1914, 4,100*; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 50 cts. an in.; not less than 250 in.; within six months, 30 cts.; 500 in.; within one year, 25 cts. an inch.

ST. CLAIR—Population 2,633. On St. Clair River. Michigan Central R. R. Shipping point for considerable hay and grain. Mineral springs in vicinity. Industries also include planing, sash and door, salt factories and ship yards.

POSTMASTER EVERYWHERE—Monthly. Official organ of the National Association of Postmasters. Established 1903. Hannibal Allen Hopkins, publisher. Subscription, \$1; claimed average circulation, for year 1913, 27,946; 32 pages, 2 columns; length of col-

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umns, 7½ in.; width, 2¼ in. Forms close 10th preceding month.

Advertising rates, agate, 15 cts. a line. Classified, 4 cts. a word (minimum 25 words).

ST. JOSEPH—Population 5,936. On Lake Michigan. 2 railroads. Well known summer resort. Located in center of Michigan fruit belt, and ships large quantities of grapes, peaches and fruit generally. Industries also include iron works, flour, planing and paper mills, boot, shoe, tool, paper box, knitting, fruit package, spraying material, pressed steel goods and door factories.

GAS POWER—Monthly. Trade. Established 1903. Gas Power Publishing Co. (Inc), publishers. Subscription, \$1; sworn detailed average circulation for year 1913, 20,000*; 110 pages and cover, 2 columns; length of columns, 9 in.; width, 2¾ in.

Advertising rates, agate, one inch, one time, \$4.80; three times, \$4.46 per insertion; 6 times, \$4.22; 12 times, \$3.60 per insertion. Larger space at reduced rates.

THRESHERMEN'S REVIEW AND POWER FARMING—Monthly (1st). Farm Machinery. Established 1892. Threshermen's Review Co. (Inc.), publishers. Subscription, 50 cts.;

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claimed average circulation for year 1913, 35,000; 64 pages, 4 columns; length of columns, 12¾ in.; width, 2¼ in. Cannot use matrices. Forms close 15th of preceding month.

Advertising rates, 32½ cts. a line; 4 times, 30 cts.; 8 times, 27 cts.; 12 times, 25 cts.; 1,000 lines, 21 cts.; 3,000 lines, 20 cts.; 5,000 lines, 19 cts.; 7,500 lines, 18 cts.; 10,000 lines, 16½ cts. a line.

UNION CITY—Population 1,340. On St. Joseph River and Michigan Central R. R. In the vicinity of a fertile grain and fruit growing territory; fancy poultry breeding being an important enterprise also. Industries are fruit evaporators, flour mills, canning, yeast, heading and hoop factories, and Portland cement works.

NATIONAL BARRED ROCK JOURNAL—Monthly (15th). Poultry. Established 1909. W. L. Robinson, editor and publisher. Subscription 50 cts.; claimed average circulation for year, 1913, 18,650; 24 to 48 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Can not use matrices. Forms close 20th of preceding month.

Advertising rates, \$1 an in.; full page, \$22.50; ½ page, \$12, with discounts on 2, 3, 6, 9 or 12 month contracts.

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CROOKSTON—Population 7,559. 2 railroads. In the center of excellent wheat growing and stock raising district and lumbering section. Has abundant water power; industries also include brick yards, foundries, sash and door, bottle, farm implements, binder twine and cigar factories, flour and saw mills, tannery, creamery, brewery, foundry. Annual value of manufactured products, \$4,500,000.00. Bank clearings during 1913, \$22,000,000.00.

TIMES—Every evening except Sunday. Republican. Established 1891. W. E. McKenzie, publisher. Subscription, \$3; claimed circulation for year 1912, 7,892; 8 to 12 pages; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 20 cts. an inch. Position, 2, 5 or 10 cts. an inch additional. Discount of 5, 10, 15 or 20% on yearly contracts of 500, 1,000, 2,000 or 5,000 inches space. Readers or want ads, 10 cts. a count line first insertion; 5 cts. a line thereafter.

DULUTH—Population 78,466. On Lake Superior. 3 railroads. Immense copper and iron deposits in immediate vicinity and a vast shipping trade in wheat, flour, lumber, hides, steel, iron ore and copper. Has grain elevators with immense capacity;

lumber mills, flour mills, steam forge works, cold storage plants, stock yards, blast furnaces and iron and steel manufacturing. Annual value of manufactured products, \$45,000,000.00. Jobbing trade exceeds annually, \$80,000,000.00. Bank clearings during 1913, \$242,798,314.00.

HERALD—Every evening except Sunday. Independent, and WEEKLY, Wednesday, mail order. Established 1883. The Herald Co., publishers. Subscription, \$5; sworn detailed average circulation for year, 1913, daily, 28,231* net paid; Saturday, 29,384* net paid; weekly, circulation—not given by publisher; 16 to 36 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; 6 times, 7 cts.; 26 times or 1,000 lines, 6 cts.; 52 times, or 2,000 lines, 5 cts.; 156 times or 3,500 lines 4½ cts.; 312 times or 5,000 lines, 4 cts. a line. Preferred position, 10 or 25% extra. Classified, 1c. a word; per month, \$1 per line. Reading notices, 25 cts. a line; pure reading, city news page, 30 cts. a line; telegraphic readers, inside page, 75 cts. a line; first page, \$1; (tolls extra); business readers, grouped, 15 cts. a line. WEEKLY, 4 cts. a line, flat. Business Readers 15 cts. a line.

MINNESOTA

NEWS-TRIBUNE—Every morning including Sunday. Republican. Established 1870. Milie Bunnell, publisher. Subscription, \$6; sworn average circulation for three months ending July 1914, daily and Sunday, 23,204* net; 12 to 60 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 7 cts. a line; mail order, 4 cts. a line.

See advertisement on page 442.

OPPORTUNITIES—Monthly (10th). Mining and Industrial. Established 1908. John A. Monger, publisher. Subscription, \$2; claimed average circulation for year 1913, 9,000; 24 pages, 3 columns; length of columns, 12 in.; width, 3 in. Can use matrices.

Advertising rate, agate, 15 cts. a line; full page (672 lines), \$134.40; 10, 20 and 30% discount on three, six or twelve insertions respectively.

PAIVAHEITI—Every evening except Sunday. Finnish-Independent. Established 1900. Finnish-American Publishing Company, publishers. Subscription, \$3.75; claimed average circulation for year 1913, 6,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch.

POSTEN—Every Friday. Swedish. Republican. Established 1886. Inter-State Swedish Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, 17,950; 12 pages, 7 columns; length of columns, 20 in.; width 2½ in.

Advertising rates, 65 cts. an inch; in combination with SVENSKA AMERIKANSKA TRIBUNEN, Superior, Wis., \$1 an inch.

SIIRTOLAINEN—Every Friday. Finnish. Independent Republican. Established 1891. Finnish-American Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 12,600; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch.

SKANDINAV—Every Friday. Norwegian-Danish-Independent. Established 1887. Nelson & Simonson, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 6,200; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 301-2 Christie Building.

Advertising rates, 30 cts. an inch; 600 in. on yearly contract, 25 cts.; 1,000 in., 20 cts. an inch. Locals, 10 cts. a line.

HIBBING—Population 8,832. 2 railroads. Industries confined to mining, lumbering and dairy farming.

TRIBUNE—Every evening except Sunday. Independent Republican. Established 1890. Subscription, \$4.80; sworn average circula-

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tion for six months ending March 31, 1914, 4,378* net paid; 4 to 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; composition, 5 cts. per inch extra. Reading notices, 10 cts. a line.

MANKATO—Population 10,365. Located 86 Miles Southwest of St. Paul on Minnesota River and four Railway Systems. Is the Metropolis of the Garden Spot of the West. Principal industries are: Flour and knitting mills, stone quarries; foundries; road grader, trip hammer, broom, incubator, candy, tent and awning, shirt and overall factories; cement, traction engine and bottling works; lime kilns; creamery and creamery supplies. State Normal School is located here; also two Commercial Colleges, a Lutheran Ladies' Seminary and a Catholic Mothers' House and girls' boarding school. Annual value of the manufactured products, \$5,000,000.00. Bank clearings during 1913, \$30,000,000.00.

FREE PRESS—Every evening except Sunday. Republican. Established 1887. Subscription, \$4.80; claimed average circulation for six months prior to April, 1914, 4,250 net paid; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 12½ cts. an inch; adjoining reading matter, 15 cts.; full position, 17 cts. an inch. Composition, 8 cts. an inch additional. Readers, 5 cts. a line. Classified, 1 ct. per word.

MINNEAPOLIS—Population 301,408. On Mississippi River. 10 major railroads embracing 26 lines with over 55,000 miles of trackage; four of these lines are transcontinental. Has immense water power and is the greatest cash wheat, flour and linseed oil market in the world. Lumber and machinery manufactures are of vast importance aside from other industries, which include the manufacture of farm implements, bakery products, furniture, cooperage, sash, doors and knit goods. Has 70 graded and 6 high schools. The State University is also located here, having an enrollment of 8,000; the campus covering 85 acres. Is the distributing center of the Northwest having 1,129 jobbing houses which shipped 225,000 cars of merchandise in 1913. Annual value of manufactured products, \$215,000,000.00. Bank clearings during year 1913, \$1,312,412,256.04.

COMMERCIAL WEST—Every Saturday. Financial. Established 1901. Commercial West Co., publishers. Subscription, \$5; claimed circulation for year 1913, 7,500; 52 pages, 2 columns; length of columns, 11½ in.; width, 3½ in. Office, Globe Building.

Advertising rates, \$3 an inch; 4 in., \$11; full page, \$60; ½ or ¼ pages, pro rata. Discount on 4, 13, 26, 52 or more insertions.

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CROW BAR—Monthly (15th). Blacksmith Trade. Established 1892. Crow Bar Publishing Co., publishers. Subscription, 50 cts.; circulation—not given by publisher; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 200 North Second Street.

Advertising rates, \$4 an inch; three months, \$8; six months, \$14; one year, \$24; ¼ page, one time, \$8; ½ page, \$12; ¾ page, \$22; one page, \$40.

FAMILIE JOURNAL ILLUSTRATED—Monthly. Norwegian-Danish. Literary. Established 1902. C. Rasmussen Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 12,500; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 720-724 South Fourth Street.

Advertising rates, 98 cts. an inch per time.

FANCY WORK MAGAZINE—Monthly (1st). Home and Fashions. Established 1913. Periodical Publishing Company, publishers. Subscription, \$000; circulation—not given by publisher; 00 pages, 4 columns, length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close 20th of preceding month. Office, 608 First Avenue, North.

Advertising rates, agate, \$1 a line; full page, (784 lines), \$630. Classified (minimum \$1), 10 cts. per word.

FARMERS' TRIBUNE—See Tribune.

FARM IMPLEMENTS—Monthly (1st). Trade. Established 1887. Farm Implement Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 4,770; 60 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Forms close 25th of preceding month. Advertising rates on application.

FARM, STOCK AND HOME—Semi-monthly, (1st and 15th). Agricultural. Established 1884. Farm, Stock and Home Co., publishers. Subscription, 50 cts.; detailed average circulation for year 1913, 108,622* net paid; first six months 1914, 111,166*; 20 to 60 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close 5th and 20th of the month preceding publication. Office, 830 Hennepin Avenue.

Advertising rates, agate, 50 cts. a line, flat; full page, \$350. Reading notices, nonpareil, \$1 a line; minion, \$1.10 a line; brevier, \$1.25 a line. Classified, 5 cts. per word. See advertisement on page 425.

FOLKEBLADET—Every Wednesday. Lutheran-Norwegian. Established 1879. Folkebladet Publishing Co., publishers. Subscription, \$1; average circulation for year 1913, 5,168; 8 pages, 6 columns length of columns, 20 in.; width, 2½ in. Office, 322 Cedar Avenue.

Advertising rates, 35 cts. an inch; 4 times, 30 cts.; 13 times, 25 cts. an inch; position,

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20% extra. Reading notices, 5 cts. per count line.

FREIE PRESSE HEROLD—Every Friday. German. Independent. Established 1869. Minneapolis Freie Presse Herold Printing Co. (Inc.), publishers. Subscription, \$2; claimed average circulation for year 1913, 12,649; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, 207 6th St., South.

Advertising rates, 50 cts., flat, an inch. Classified, 1c. per word.

GAA PAA—Every Saturday. Norwegian Danish. Socialist. Established 1903. E. L. Menghoel and A. O. Devold, editors and publishers. Subscription, \$1; circulation—not given by publisher; 4 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 1304 Washington Avenue, South.

Advertising rates on application.

JACOBS & COMPANY—See advertisement on pages 502, 503, 504, 505 and 506.

JOURNAL—Every evening except Sunday, and **SUNDAY MORNING**. Independent Republican. Established 1878. Journal Printing Co., proprietors. Subscription, daily and Sunday, \$6; sworn average circulation for six months prior to April 1914, daily, 83,170* net paid; Sunday, 85,447* net paid; 16 to 36 pages; Sunday, 72 to 112 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 47-49 Fourth Street South.

Advertising rates, daily or Sunday, 14 cts. a line; on yearly contract, 6 times 13 cts.; 13 times, 12 cts.; 26 times, 11½ cts.; 52 times 11 cts.; 104 times, 10½ cts.; 156 times, 10 cts.; 312 times, 9½ cts. a line; 1000 lines, 12½ cts.; 2000 lines, 12 cts.; 3000 lines, 11½ cts.; 5000 lines, 11 cts.; 7000 lines, 10½ cts.; 10,000 lines, 10 cts.; 70,000 lines, 9½ cts.; 140,000 lines, 9¼ cts. a line. Preferred position, 20, 33½ or 100% extra. Special rate of 11 cts. a line each insertion for schools, colleges, resorts, hotels, books and periodicals and automobiles; on automobile page, 5,000 lines of automobile advertising, within one year, 10 cts. a line. Double column advertisements must be at least 14 lines deep; triple column, 42 lines; 4 columns, 56 lines deep. Pure reading notices (run of news matter), 60 and 75 cts. per agate line, with discount for space. Classified, 8 cts. a line, (minimum charge, 24 cts.).

KEITH'S MAGAZINE—Monthly. Building. Established 1889. M. L. Keith, publisher. Subscription, \$2; claimed circulation for year ending April, 1914, 15,000; 72 to 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close first of each month preceding publication. Office, McKnight Bldg.

Advertising rates (minimum space one in.), 7 cts. a line; full page, \$90; ¼ and ½ pages, pro rata; ¾ page, \$12.50. 5% discount for six insertions within one year, on ¼ page, or more; 10% for 12 insertions.

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KVINDENS MAGASIN—Monthly (18th). Norwegian-Danish. Women. Established 1905. Subscription, 75 cts.; circulation—not given by publisher; 32 to 40 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 20th preceding month. Office, 406 Fifth Avenue, South.

Advertising rates, agate, 12½ cts. a line; special position, 15 cts. a line. Reading notices, \$2.50 per inch.

LABOR REVIEW—Every Friday. Labor. Established 1907. Thomas J. Hamlin, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 6,200; 4 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Office, 67 South Fourth Street.

Advertising rates, 50 cts. an inch.

LUTHERANEREN—Every Wednesday. Norwegian. Lutheran. Established 1895. Augsburg Publishing House, publishers. Subscription, \$1.25; claimed average circulation for year 1913, 19,383; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 425-429 South 4th Street.

Advertising rates, agate, 7 cts. a line; reading notices, 20 cts. a line.

MASONIC OBSERVER—Every Saturday. Masonic. Established 1899. C. D. Sprague, publisher. Subscription, \$1; claimed average circulation for year 1913, 5,000; 8 pages, 4 columns; length of columns, 15 in.; width, 2¼ in. Office, Masonic Temple.

Advertising rates, \$1.50 an inch; with a discount of 25% on three months contract. Preferred position, 15% extra. Reading notices, 20 cts. a line.

See advertisement on page 494.

NEWS—Every evening except Sunday. Independent. Established 1903. Daily News Co., publishers. Subscription, \$3; sworn detailed average circulation for year ending June, 1914, 53,054*; six months ending June 30, 1914, 57,892* net paid; 10 to 24 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. a line; position, 8 cts. a line, flat. Reading notices, 50 cts. a count line. Business notices, 30 cts. a count line; classified, 1c. per word; by the month, \$1.25 a line.

NORDISKA HEM—Monthly. Swedish. Literary. Established 1907. Northern Home Publishing Co., publishers. Subscription, 50 cts.; claimed minimum circulation for 1913, 8,000; 40 pages, 2 columns; length of columns, 9 in.; width, 3 in. Office, 1404 Washington Avenue.

Advertising rates, nonpareil, 9 cts. a line; \$1 an inch. Position, 10% extra. Reading

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notices 20 cts. a line. Discount on 6 and 12 months.

NORTHWESTERN AGRICULTURIST—Every Saturday. Agricultural. Established 1886. P. V. Collins Publishing Co., publishers. P. V. Collins, manager. Guaranteed average circulation for year 1914-5, 125,000; 16 to 52 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close Friday preceding. Office, 511-525 Seventh Street, South.

Advertising rates, agate, 50 cts. a line, flat; full page, \$374. Live stock rate, \$7 an inch, flat. Reading matter, brevier, solid, \$1.50 a line; leaded, \$2 a line; preferred positions extra.

NORTHWEST FARMSTEAD—Every Saturday. Agricultural. Established 1911. Orange Judd Co., publishers. Subscription, \$1; sworn detailed average circulation for year 1913, 106,364*; 24 to 32 pages, 4 columns; length of columns, 13 11/14 in.; width, 2½ in. Forms close Monday preceding. Can use matrices. Office, Oneida Building.

Advertising rates, agate, 45 cts. a line; preferred position, 15 and 25% extra. Reading notices, 90 cts. a line. For combination rate with American Agriculturist, New York; Orange Judd Farmer, Chicago; Southern Farming, Atlanta, Ga. and N. England Homestead, Springfield, Mass., see N. Y. City American Agriculturist.

OSTEOPATHIC WORLD—Monthly Medical. Established 1896. William R. Dobbyn & Sons, publishers. Subscription, \$1; circulation—not given by publisher; 64 to 80 pages, 2 columns; length of columns, 7 in.; width, 2¼ in. Office, Edison Building.

Advertising rates, \$2.50 an inch.

SCHOOL EDUCATION—Monthly, except July and August. Established 1882. School Education Co., publishers. Subscription, \$1.25; claimed average circulation for 1913, 13,000; 52 to 68 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 26th preceding month. Office, 331 14th Avenue, S. E.

Advertising rates, \$2 an inch; full page, \$45. Discounts of 10, 15 or 20% on 3, 5 or 10 months' contracts. Readers, 20 cts. a line.

SKANDINAVISKA GOOD TEMPLAREN—Monthly (1st). Scandinavian. Fraternal. Established 1900. A. M. Wold, editor and publisher. Subscription, 40 cts.; claimed average circulation for year 1913, 12,000; 8 pages, 4 columns; length of columns, 17 in.; width, 3 in. Can use matrices. Office, 2417 14th Avenue, South. Forms close 8th.

Advertising rates, \$1 an inch, with discount of 10 or 25% on 6 or 12 insertions. Special position, 10% extra. Reading notices, 20 cts. per line.

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SKORDEMANNEN—Semi-Monthly. Swedish. Agricultural. Established 1888. Skordemannen Publishing Co., publishers. Subscription, 75 cts.; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Can use matrices. Forms close 10th and 25th of the month. Office, 2625 Chicago Avenue.

Advertising rates, agate, 13 cts. a line. Discounts, 6 times, 5%; 12 times, 15%; 24 times, 25%.

SVENSKA AMERIKANISKA POSTEN—Every Wednesday. Swedish. Independent. Established 1883. Swan J. Turnblad, publisher. Subscription, \$1; claimed average circulation for year 1913, 54,751; 16 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 207 South 6th Street.

Advertising rates, agate, 15 cts. a line, flat. Special position, 10% extra.

SVENSKA FOLKETS TIDNING—Every Wednesday. Swedish. Independent. Established 1881. Andrew G. Johnson, publisher. Subscription, \$1; claimed average circulation for year 1913, 40,209; 12 to 20 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Daily News Building.

Advertising rates, agate, 15 cts. a line; three months, 12 cts.; six months, 10 cts.; one year, 9 cts. a line. Preferred position, 25% extra. Reading notices, 40 cts. a line.

SVENSKA ROMAN BLADET—Every Saturday. Swedish. Family. Established 1888. C. E. Peterson, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 22,000; 16 pages, 5 columns; length of columns, 14 in.; width, 2¼ in. Office, 404—8th Ave., South.

Advertising rates, 7 cts. a line; 2,000 lines, 6 cts.; 5,000 lines or more, 5 cts. a line. Reading notices, brevier, 15 cts. a line. Classified, 7 cts. a line, flat.

TIDENDE—Every evening except Saturday and Sunday, SUNDAY MORNING, and WEEKLY, Thursdays. Norwegian-Danish. Established 1851. T. Guldbrandsen Publishing Co., publishers. Subscription, daily and Sunday, \$3.; sworn average circulation for year ending March 1914, daily, 7,010*; Sunday, 7,177*; weekly, first six months 1914, 34,780*; daily, 4 to 10 pages; Sunday and weekly, 10 and 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 307-9 Sixth Street S.

Advertising rates, daily, or Sunday, 50 cts. an inch; 500 in. within one year, 45 cts. an inch; 1,000 in., 40 cts.; 2,500 in. or more, 35 cts. an inch. Reading notices, 15 cts. a line, with discount on 500 lines and over. Classified, 5 cts. a line. Weekly, agate, per line, 1 to 13 times, 10 cts.; 14 to 26 times, 9½ cts.; 27 to 52 times, 9 cts. Preferred position, 25% extra. Reading notices, in weekly, 40 cts. a line, with discount on 250 lines and over.

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TRIBUNE—Every morning and every evening except Sunday, SUNDAY TRIBUNE, and FARMERS' TRIBUNE, twice a week, Tuesdays and Fridays. Republican. W. J. Murphy, editor and publisher. Subscription, morning or evening, \$4; Sunday, \$2; Farmers' Tribune, \$1; sworn average circulation for year 1913, daily morning and evening, 98,688* net; Sunday, 147,771* net; Farmers' Tribune, 18,435* net paid; daily and Farmers' Tribune, 8 to 20 pages; Sunday, 60 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 14 cts. a line; 13 times or 1,000 lines, within one year, 13 cts.; 26 times, or 2,000 lines, 12½ cts.; 52 times, or 3,000 lines, 12 cts.; 78 times, or 5,000 lines, 11½ cts.; 104 times, or 7,000 lines, 11 cts.; 156 times, or 10,000 lines, 10½ cts.; 312 times, or 15,000 lines, 10 cts. a line. Automobile advertising, on automobile pages, 1½ cts. a line; 5,000 lines, 10 cts. a line. Position, next to reading 3 cts.; or full position, 5 cts. a line extra. Publishers, resorts, hotels and schools, 12 cts. a line. Classified, 10 cts. a line. Telegraphic readers, \$2 a line. Pure readers, other than first, second, editorial or city pages, 50 cts. a line; special pages, 75 cts. a line; with discount on 250 lines and over. Farmers' Tribune, displayed, covering one week (two insertions) 20 cts. a line. Preferred position, next to reading, 3 cts.; or full position, 5 cts. a line extra.

TWIN CITY COMMERCIAL BULLETIN—Every Saturday. General Merchandise. Established 1882. Commercial Bulletin Co., publishers. Subscription, \$2; claimed circulation for year 1913, 5,000; 40 to 84 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, Boston Block.

Advertising rates, ¼ page, one time, \$4.12; ½ page, \$7.75; ¾ page, \$14.50; 1 page, \$27; one page, \$50. Further rates on application.

UGEBLADET—Every Thursday. Norwegian-Danish. Republican. Established 1881. C. Rasmussen Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 10,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 720-724 South Fourth Street.

Advertising rates, 40 cts. an inch, per time.

UNGDOMMENS VEN—Semi-Monthly (1st and 15th). Norwegian. American Family. Established 1890. K. O. Holter Publishing Co., publishers. Subscription, \$1; claimed average circulation for nine months ending May 31, 1914, 15,000; 32 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Forms close 15 days in advance. Office, 416 8th Avenue, South.

Advertising rates, agate, 6 cts. a line; 4th page cover, 7 cts. a line.

VECKOBLADET—Every Tuesday. Swedish—General News. Established 1884. Minneapolis Veckoblad Publishing Co. (Inc.), pub-

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lishers. Subscription, \$1.50; claimed circulation for year 1913, 18,957 net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, News Building.

Advertising rates, **agate, 8 cts. a line.** Reading notices, 20 cts. a line.

WESTERN-AMERICAN—Every Saturday. Swedish—American (in English). Independent. Established 1904. The Western American Publishing Co., publishers. Subscription, \$1.; claimed average circulation for 1913, 9,916; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Office, 416 Phoenix Bldg., So. Sixth Street.

Advertising rates, 70 cts. an inch.

WESTERN ARCHITECT—Monthly (1st). Architectural. Established 1901. Edward A. Purdy, publisher. Subscription, \$5; sworn average circulation for year 1913, 5,044*; 64 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Forms close 15th of month preceding. Office, 735 Palace Building.

Advertising rates, full page, \$33; ½ page, \$31; ¼ page, \$17; ⅛ page, \$10 with discounts on six or twelve months contract.

WOMAN'S HOME WEEKLY—Every Saturday. Woman's Interests—Mail order. Established 1911. Woman's Home Weekly Co., publishers. Subscription, 25 cts.; sworn average circulation for nine months ending April, 1914, 72,276* net paid; 6 to 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Forms close Wednesday. Office, 601-605 Second Avenue, South.

Advertising rates, **agate, 25 cts. a line;** preferred position, 30 cts. a line. Reading notices, 50 cts. a count line. Classified (6 words), 20 cts. a line. "Clover Leaf Combination," comprising Minneapolis "Woman's Home Weekly"; St. Paul, "American Home Weekly"; "Rural Weekly" and Omaha, "Rural Weekly" with a combined average circulation exceeding 565,000, display, \$1 a line, flat. Readers, \$2.10 a line, flat.

NEW YORK MILLS—Population 474. On Northern Pacific Ry. Farming section; shipping of wool, wood and farm products generally.

UUSI KOTIMAA—Every Thursday. Finnish. Republican. Established 1881. Nyland Brothers, publishers. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates on application.

NORTHFIELD—Population 3,265. 3 railroads and electric suburban line. In center of excellent agricultural section. Has flour mill, elevators, foundry and machine shop, knitting and furnace factories and a condensory.

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NORTHWEST DAIRYMAN—Monthly (15th). Dairy. Established 1906. Dairyman Publishing Co., publishers. Subscription, 50 cts.; detailed average circulation for year ending May, 1914, 6,995* net paid; 24 to 32 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Forms close 1st.

Advertising rates, \$1.40 an inch, flat.

ST. CLOUD—Population 10,600. On Mississippi River and 2 railroads. Has excellent water power and extensive granite quarries. Center of live stock, farm and lumber district; manufactures include wagons, lumber and flour; also has railroad shops. State Normal School, State Reformatory located here. Annual value of manufactured products, \$2,000,000.00. Bank clearings during 1913, \$6,000,000.00.

NORDSTERN—Every Thursday. German. Democratic. Established 1874. Nordstern Publishing Co., publishers. Subscription, \$2; claimed circulation for year 1913, 9,600; 16 to 24 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; 100 in. or more, within one year, 20 cts. an inch.

ST. PAUL—Population 214,744. (including So. St. Paul, West St. Paul, etc., 260,000; Head of Mississippi River. Gateway of Northwest. 10 railroads; general offices of three. Handles live stock most extensively; quarries of limestone in near vicinity. A most important distributing center. Industries include the manufacture of fur goods, shoes, drug preparations, printing, machinery gasoline engines, furniture and refrigerators; also has a number of railroad shops. Seat of Hamline University, Macalester College, State Agricultural College. Annual State Fair, etc. Annual value of manufactured products, estimated \$100,000,000.00. Bank clearings during the year 1913, \$530,515,562.00.

AGRICULTURAL MAGAZINE—Semi-Monthly (1st and 15th). Magazine Section of 120 Minnesota Weekly Newspapers. Agricultural. Established 1912. The Agricultural Magazine Co., publishers; claimed average circulation for 1913, 110,000; 20 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Cannot use matrices. Forms close 10 days in advance. Office, St. Anthony Park.

Advertising rates, **agate, 40 cts. a line,** with discount of 10% on 1,000 lines or more. Classified, 5 cts. a word.

AMERICAN HOME WEEKLY—Every Saturday. Literary and Family. Established 1912. L. V. Ashbaugh, publisher. Subscription, 25 cts.; sworn detailed average circulation for first six months 1914, 122,295* net paid; 8 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. a line; in position, 35 cts. a line, flat. Reading notices, 50 cts.

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a count line. Classified, 20 cts. a line. For "Clover Leaf Combination," see "Woman's Home Weekly."

A. O. U. W. GUIDE—Every Thursday. Fraternal. Established 1882. David Ramaley, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 14,000; 4 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Office, 141 East Fifth Street.

Advertising rates, nonpareil, 5 cts. a line; 60 cts. an inch.

COURANT—Monthly, except July and August. Club women. Established 1898. Courant Publishing and Printing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 50,000; 24 pages, 3 columns; length of columns, 10 in.; width, 3 in. Forms close 24th of month.

Advertising rates, agate, 16 cts. a line; \$2.25 an inch.

CUPID'S COLUMNS—Bi-Monthly. Matrimonial. Established 1892. Henry Jahn, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 50,000; 16 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Forms close 25th preceding month. Office, 946 East 4th Street.

Advertising rates, 20 cts. a line.

DEUTSCHE FARMER (Der)—Semi-monthly (1st and 15th). German. Agricultural. Established 1910. Volkzeitung Printing and Publishing Co., publishers. Subscription, \$1; detailed and proven average circulation for six months ending April, 1914, 47,654*; 4 columns to page; length of columns, 14 in.; width, 2½ in. Forms close 10th and 25th preceding month. Office, 158-160 Third Street.

Advertising rates, agate, 15 cts. a line; full page, \$117.60.

DISPATCH—Every evening except Sunday, PIONEER PRESS, every morning including SUNDAY, and FARMERS' DISPATCH, Tuesday and Friday. Independent. Established Dispatch, 1868. Pioneer Press, 1849. George Thompson, publisher. Subscription, daily, Pioneer or Dispatch, \$3; either daily with Sunday, \$4.80; Sunday Pioneer Press, \$2; Farmers' Dispatch, 50 cts.; sworn average circulation, Dispatch for six months prior to April, 1914, 69,658* net paid; Pioneer Press, 51,661* net paid; Sunday, 65,896*; Farmers' Dispatch, 211,464*; Dispatch, 12 to 36; Pioneer Press, 8 to 16 and Farmers' Dispatch, 8 pages; all editions, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, morning and evening combined, 16 cts. a line; 1,000 lines

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within one year or 13 times, 15 cts. a line; 3,000 lines or 26 times, 14½ cts.; 5,000 lines or 52 times, 14 cts.; 7,500 lines or 104 times, 13½ cts.; 10,000 lines, or more, 13 cts. a line; 14 lines, 312 times, 13 cts. a line, per time. Sunday, 10 cts. a line, flat. Preferred position, 20 and 33¼% extra. Business reading notices, daily (both editions), or Sunday, 50 cts. a line (2 lines minimum space). Classified, both editions, except Saturday evening and Sunday morning, 13 cts. a line (minimum space, 3 lines). Sunday, classified, 12 cts. a line. Farmers' Dispatch, display, agate, 40 cts. a line. Classified rates on application. Business reading notices, \$1 a line.

FARMER—Every Saturday. Agricultural. Established 1882. Webb Publishing Co., publishers. Subscription, 75 cts.; sworn minimum circulation for year ending April, 1914, 143,288*; 24 to 64 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close one week in advance. Office, 10th Street, between Cedar and Minnesota Streets.

Advertising rates, 60 cts. a line; 1,000 lines, 55 cts.; 2,000 lines or more, 50 cts. a line. Special position, 20% extra. Reading notices, 85 cts. a line nonpareil; \$1.10 a line brevier. (Minimum, 3 lines). Classified, 9 cts. a word.

FARMER IM WESTEN—See Wanderer.

FARMERS' DISPATCH—See Dispatch.

FARMER'S WIFE—Monthly. Agricultural. Established 1897. Webb Publishing Co., publishers. Subscription, 25 cts.; sworn average circulation for year ending March, 1914, 722,241*; 24 to 40 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close 18th preceding month. Office, 10th Street between Cedar and Minnesota Streets.

Advertising rates, agate, \$3 a line; one page (784 lines), \$2,000. Reading notices, \$4.50 a line.

MINNESOTA STATS TIDNING—Every Wednesday. Swedish. Republican. Established 1877. Minnesota Stats Tidning (Inc.), publishers. Subscription, \$1; sworn average circulation last six months, 1914, 12,150; 10 to 16 pages, 7 columns, length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Cor. Third and Jackson Streets.

Advertising rates, one time, 85 cts. per inch; four times, 80 cts.; 13 times, 75 cts.; 26 times, 70 cts.; 39 times, 65 cts.; 52 times, 60 cts. per inch, per time. Preferred position, 25% extra. Reading notices, 20 cts. a line, with discounts for 250 lines and over.

MINNESOTA UNION ADVOCATE—Every Friday. Labor. Established 1897. Cornelius Guiney, publisher. Subscription, \$1; claimed circulation for year 1913, 8,640, 8 pages, 6

We do not sell—we serve. We must serve to deserve your confidence and continued Good-will.

MINNESOTA

columns; length of columns, 19 $\frac{3}{4}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 141 East Fifth Street.

Advertising rates, 50 cts. an inch; 3 or more insertions, 40 cts. an inch. Reading notices, 10 cts. a line.

NATIONAL REPORTER SYSTEM—Weekly. Legal. Is issued for various sections of the country, as follows: Atlantic Reporter, Federal Reporter, New York Supplement, Northeastern Reporter, Northwestern Reporter, Pacific Reporter, Southeastern Reporter, Southern Reporter and Southwestern Reporter; also Supreme Court Reporter, published semi-monthly for nine months in the year. 24 to 300 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Subscription, \$45; (single sections, \$2, \$5 and \$10). Established 1879. West Publishing Co., publishers. Combined claimed average circulation, for year 1913, 43,066 copies each week. Type page, 5x8 in. Can use matrices. Office, 50 West Third Street.

Advertising rates for the ten publications, 1 inch, one week, \$3; four weeks, \$12; three months, \$35; six months, \$60; one year, \$100. Individual rates on application.

NEWS—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1900. The Daily News Publishing Co., publishers. Subscription, \$3.50; sworn detailed average circulation for first six months 1914, 70,943*; 10 to 32 pages, 7 columns; length of columns, 21 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 9 cts. a line, flat. Preferred position, 10 cts. a line. Business locals, 50 cts. a count line. Classified, 1c. per word; \$1.50 a line per month.

NORTHWESTERN CHRONICLE—Every Friday. Roman Catholic. Established 1866. Northwestern Chronicle Publishing Co., publishers. Subscription, \$2; claimed average circulation for six months ending May 31, 1914, 10,164; 8 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Forms close Tuesdays preceding.

Advertising rates, agate, one inch, one time, \$1; one month, \$3.25; three months, \$8.50; six months, \$14.40; one year, \$20.40. Position, $\frac{1}{2}$ extra. Open space within one year, 100 in., 37 $\frac{1}{2}$ cts. an inch; 250 in., 35 cts.; 500 in., 30 cts. an inch. Reading notices, 25 cts. a line.

ODD FELLOWS' REVIEW—Monthly. Odd Fellowship. Established 1885. Winn Powers, publisher. Subscription, \$1; claimed circulation for year 1913, 23,500; 20 pages, 4 columns; length of columns, 12 in.; width, 2 $\frac{1}{2}$ in. Forms close 20th of preceding month. Office, Pittsburg Building.

Advertising rates, \$2 per inch per month.

PIONEER PRESS—See Dispatch.

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POULTRY HERALD—Monthly. Poultry. Established 1888. Harold A. Nourse publisher. Subscription, 50 cts.; claimed average circulation for year ending April, 1914, 20,000; 32 to 60 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{2}$ in. Forms close 18th preceding month. Office, Pittsburg Bldg.

Advertising rates, agate, 25 cts. a line; 12 consecutive insertions, 14 lines or more, 20 cts. a line; 1680 lines, or more, in 12 consecutive insertions (minimum, 14 lines), 15 cts. a line; 2,520 or more lines, 12 cts. a line; 5,040 or more lines, 10 cts. a line.

RURAL WEEKLY—Every Wednesday. Agricultural. Mail order. Established 1904. Subscription, 25 cts.; sworn average circulation for six months ending June, 1914, 288,961; 8 to 20 pages, 7 columns; length of columns, 21 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Office, 92-94-96 East Fourth Street.

Advertising rates, agate, 50 cts. a line; in position, 55 cts. a line, flat. Reading notices, \$1 a count line. Classified, 40 cts. a line. For "Clover Leaf Combination," see "Woman's Home Weekly" Minneapolis.

SVENSK FAMILJ-JOURNAL—See Minneapolis.

TIDENDE—Every Friday. Norwegian-Danish. Independent. Established 1889. C. Rasmussen Publishing Co., publishers. Subscription, \$1; circulation for year 1913, average, 5,000; 8 pages, 7 columns; length of columns, 20 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Office, Court Block.

Advertising rates, 30 cts. an inch.

VOLKSZEITUNG—Every evening except Sunday. WEEKLY VOLKSZEITUNG, Thursdays. German. Established 1855. Volkszeitung Printing and Publishing Co., publishers. Subscription, daily, \$5; weekly, \$2; sworn average circulation, daily, for 1913, 14,587; weekly, 16,087; daily, 8 to 16 pages; weekly, 16 pages, 7 columns; length of columns, 21 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, Third and Jackson Street.

Advertising rates, daily, agate, 3 cts. a line. Classified, 1c. a word (minimum charge, 20 cts.). Weekly, agate, 4 cts. a line. Classified, 1c. per word. Reading notices in daily, 12 cts. a line; weekly, 15 cts. a line.

WANDERER—Agricultural Supplement. DER FARMER IM WESTEN. Every Thursday. German. Roman Catholic. Established 1867. Wanderer Printing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 11,500; 12 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in. (agricultural supplement, 8 pages, 4 columns; length of columns, 13 $\frac{1}{2}$ in.); width, 2 $\frac{1}{2}$ in. Office, 321-3 Minnesota Street.

Advertising rates, \$1 an inch; 10 in., 90 cts.; 50 in., 80 cts.; 100 in., 70 cts.; 500 in., 60 cts. an inch. Reading notices, 25 cts. a line, with discount on 100 lines and over. Classified, 2 cts. a word; 1 $\frac{1}{2}$ cts. a word on 4 or more insertions.

MINNESOTA

STILLWATER—Population 10,198. On St. Croix River. 3 railroads. Center of fine farming community, with large shipping trade in Pine Lumber. Manufactures include flour and lumber mills, shoe, clothing, box and tractor engine factories and boat works. Minn. State Prison located here.

HERMANN'S SOHN—Semi-monthly. 1st and 3rd Monday. German. Sons of Herm. Established 1891. F. C. Neumeier, editor and publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 5,800; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch.

WINONA—Population 18,582. Fourth largest city in Minnesota. On the west bank of Mississippi River and 5 distinct trunk lines of railroads. The surrounding country is very fertile. Extensive industry, including sash and door, barrel, boot and shoe, flax fibre, malt, shirt, glove, stock food, soap, patent medicines, sleigh, wagon, carriage factories, flour mills, breweries and machine shops, and foundries. State Normal School and Catholic Seminary for girls, and Catholic College for boys, are located here. Annual value of manufactured products \$17,000,000.00. Bank deposits during 1913, \$8,900,000.00.

INDEPENDENT—Every morning except Monday. Democratic. Established 1898. Independent Publishing Co. (Inc.), publishers. Subscription, \$5.20; sworn average circulation for year ending March, 1914, 4,089*; 8 pages, 7 columns; length of columns, 21¾ in.; width 2½ in. Can use matrices.

Advertising rates, 12 cts. an inch. Compositing, 5c. an inch addition. Preferred

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position, 10 or 20% extra. Locals, 10 cts. a line. Classified, 1c. per word.

NATIONAL FARMER—Fortnightly. Tuesdays. German. Agricultural. Established 1902. National Farmer Publishing Co., publishers. Subscription, 50 cts.; detailed average circulation for year 1913, 50,724*; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close Friday preceding.

Advertising rates, agate, 15 cts. a line; full page (784 lines), \$117.00; ½ or ¼ page, pro rata. Position, 25% extra. Classified, 4 cts. a word; pure reading, 30 cts. a line.

REPUBLICAN-HERALD—Every evening except Sunday. Independent Republican. Established 1855. The Republican and Herald Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending April, 1914, 4,202*; 8 to 16 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. an inch; on yearly contracts, 50 in., 17½ cts.; 100 in. or more, 14 cts. an inch. Special positions, 10 or 20% extra. Reading notices, 10 cts. a line; telegraphic readers, 25 cts. per line. Classified, 1c per word.

WESTLICHER HEROLD (Der)—Every Tuesday. German. Independent. Established as semi-weekly, 1881. Westlicher Herold Publishing Co., publishers. Subscription, \$1; detailed average circulation for year 1913, 61,887*; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 11 cts. a line, flat. Reading matter, 35 cts. a count line. Classified, 4 cts. per word.

MISSISSIPPI

JACKSON—Population 21,262. On Pearl River. 5 railroads. Surrounding section devoted very largely to cotton raising. Industries include woodworking shops, iron foundries, cottonseed oil mills, and big trade in cotton and produce generally. Location of the State Institutions for the deaf, dumb and blind; also Mississippi State prison. Annual value of manufactured products, \$5,500,000.00. Bank clearings during year 1913, \$21,072,985.44.

BAPTIST RECORD—Every Thursday. Religious. Established 1878. Mississippi Baptist Publishing Co., publishers. Subscription, \$2; sworn average circulation for six months ending April, 1914, 7,580* net paid; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in.

Advertising rates, 72 cts. an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200, or 500 lines.

CLARION-LEDGER—Every morning except Monday. Democratic. Established 1837. R. H. Henry, publisher. Subscription, \$6; sworn average circulation for six months prior to April, 1914, daily, 6,265* net paid; Sunday, 8,263* net paid; 8 to 16 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in.

Advertising rates, 4 cts. a line; full position, 5 cts. a line; 3,000 lines, 3¾ cts.; full position, 4 cts.; 5,000 lines, 2½ cts.; full position, 3¾ cts.; 10,000 lines, 2 cts. a line; full position, 2½ cts. a line. Reading notices, 10 cts. per brevier line, with discount on 500 lines or more; telegraphic readers, 50 cts. a line. Classified, 1c. a word.

ISSUE—Every Saturday. Literary. Established 1907. The Issue Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, 25,000; 16 to 44 pages, 4 col-

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umns; length of columns, 13 1/2 in.; width, 2 1/4 in. Forms close Tuesday preceding.

Advertising rates, agate, 50 cts. an inch. Reading notices, 2 cts. per word.

MISSISSIPPI UNION ADVOCATE—Semi-Monthly. Farm Union. Agricultural. Established 1905. Mississippi Union Advocate Co., publishers. Subscription, 40 cts.; claimed circulation for year 1913, 4,400 net; 8 pages; length of columns, 21 1/4 in.; width, 2 1/2 in.

Advertising rates, 75 cts. an inch, with 10% discount on six months' contract.

NEWS—Every evening except Sunday, and **SUNDAY MORNING**. Democratic. Established 1891. News Publishing Co., publishers. Subscription, \$5; sworn average circulation, for six months prior to April, 1914, 8,312* net paid; daily, 8 to 16 pages, Sunday, 16 to 24 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, 70 cts. an inch; 100 in. within one year, 50 cts.; 300 in., 42 cts.; 400 in.; 28 cts. an inch. Preferred position, 5 or 15% extra. Telegraphic readers, 25 cts. a count line; reading notices, 15 cts. a count line. Classified, 1c. per word.

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MERIDIAN—Population 23,285. 6 railroads, with 7 outlets. In the center of big cotton growing section and distributing point for large section. Has extensive manufacturing interests turning out products valued at about \$6,000,000.00 annually, the principal enterprises are sash, door, blind, fertilizer, cotton, furniture, harness, saddlery, broom, mattress, soap, wagon and other vehicle, cereal and cotton seed products factories; foundry and machine shops; also railroad repair shops. Diversified farming and stock raising have been entered into extensively in the last two years. Bank clearings during 1912, \$17,967,096.00.

STAR—Every evening except Sunday, **SUNDAY MORNING**. Democratic. Established daily, 1896; Sunday, 1904. Ralph R. Buvinger, publisher. Subscription, \$5; sworn average circulation for six months ending March 31, 1914, daily, 5,333* net paid; Sunday, 5,566* net paid; evening, 6 to 12 pages; Sunday, 16 to 24 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in.

Advertising rates, 21 cts. an inch, flat. Guaranteed position, 25% extra. Classified, 1c. a word; 3 days, 2 cts.; one week, 5 cts. a word. Reading notices, (6 point), 10 cts. a line, first insertion; 5 cts. subsequent insertions.

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AURORA—Population 4,148. Located in a fertile farming and fruit growing district on the S. L. & S. F. and the St. L., I. M. & So. Ry. Systems. Lead and Zinc mines in the vicinity. Other enterprises being flour mills, carriage and wagon factories, foundry and machine shops.

MENACE—Every Saturday. Anti-Roman Catholic. Established 1911. Menace Publishing Co., (Inc.), publishers. Subscription, 50 cts.; detailed average circulation for first six months 1914, 1,346,212* net paid; 4 pages, 7 columns; length of columns 19 1/4 in.; width, 2 1/2 in. Can use matrices. Forms close 10 days in advance.

Advertising rates, \$3.; a line, flat. See advertisement on page 437.

CLAYTON—Population 1,000. On Frisco R. R.; one mile distant from St. Louis; center of agricultural district.

WATCHMAN-ADVOCATE—Every Friday. Republican. Established 1881. St. Louis County Printing and Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year ending May, 1914, 12,000; 8 to 12 pages, 7 columns; length of columns, 22 inches; width, 2 1/2 in.

Advertising rates, 84 cts. an inch, with time discounts.

COLUMBIA—Population 9,662. Located on Wabash and Mo. Kans. & Ten., Railway systems midway between St. Louis and Kansas City. Distributing point for fine agricultural region. Principal industries are coal mining and shoe manufacturing, and flour mills. Seat of Missouri University State Agricultural College, Agricultural Experiment Station, Stephens Female (Baptist) College, University Military Academy, Christian Female College (conducted by the Disciples) and Bible College of Missouri (Conducted by the Disciples).

MISSOURI FARMER—Semi-Monthly. Agricultural and Stock. Established 1908. William Hirth, publisher. Subscription, 50 cts.; claimed average circulation, for year 1913, 50,000; 16 to 32 pages, 4 columns; length of columns, 13 1/2 in.; width, 2 1/2 in. Forms close 10th and 25th.

Advertising rates, agate, 25 cts. a line.

HANNIBAL—Population 18,341. On Mississippi River and five railroads. Industries include car wheel, stove, button, structural steel, scrubbing machine, washing powder,

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cement, lime and powder works, shoe, box and cigar factories, flour and planing mills. Annual value of manufactured products, \$10,436,000.00.

COURIER-POST—Every evening except Sunday. Republican. Established 1839. W. J. Hill, publisher. Subscription, \$5.20; sworn average circulation for six months prior to April, 1914, 5,150* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts. an inch; full position, 21 cts. Classified, ½ c. a word. Reading notices, 10 cts. per count line.

HENDRICKSON—Population 150. Located near Poplar Bluff. Agricultural and Fruit Growing engaged in quite extensively.

FLAT-WOODS FARM JOURNAL—Monthly (1st). Established 1911. Agricultural and horticultural. W. R. Pennell, publisher. Subscription, 25 cts. Claimed average circulation for year, 1913, 10,000; 8 to 16 pages, 3 columns; length of columns, 9¼ in.; width, 2½ in. Forms close 15th to 20th preceding month.

Advertising rates, 10 cts. per line; reading notices, 15 cts. a count line. Classified, 3½ cts. a word for three insertions.

See advertisement on page 468.

INDEPENDENCE—Population 9,859. Located on the Chicago & Alton, the Missouri Pacific and Kansas City Southern Railroad systems in a fertile, agricultural and horticultural district. Industries are flour and planing mills. Silo insect powder, scale, gas engine, drop forge and overall factories; elevators; iron and machine shops, stove foundry; cement works; brick, ice and cold storage plants and oil refinery. The raising of fine horses, cattle and fancy poultry are the leading industries in the surrounding territory; likewise bee culture and fruit growing.

ZION ENSIGN—Every Thursday. Religious. Established 1891. Ensign Publishing House, publishers. Subscription, \$1; claimed average circulation for year ending May, 1914, 6,000; 8 pages, 4 columns; length of columns, 16½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 60 cts. an inch, with discount for time and space.

JOPLIN—Population 32,073. Seven railroads and two electric lines. Trade center for large territory. Its chief products, zinc and lead mines, and rich in agriculture. Industries include foundries and machine shops, flour mill, cooperage and white lead works, mattress, concrete and cigar factories, packing plant, wholesale houses for groceries, leather, dry goods, notions, drugs, brooms, fruit and grain. Annual value of mineral production, \$15,000,000.00 to \$18,000,000.00. Bank clearings during 1913,

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\$38,314,905.32. Post Office receipts, \$94,059.17.

GLOBE—Every morning except Monday. Democratic. Established 1896. The Joplin Globe Publishing Co., publishers. Subscription, \$5; sworn average circulation for year 1913, 15,424* net paid; 10 to 12 pages, Sunday, 20 to 28 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; 1,000 lines within one year, 4 cts. a line; 2,500 lines, 3½ cts.; 5,000 lines, 3 cts.; 7,000 lines or more, 2½ cts. per line. Preferred positions, 10 and 20% extra. Classified, 1c. per word. Reading notices, 25 cts. a line; nonpareil solid, 10 cts.; leaded, 15 cts. a count line.

See advertisement on page 526.

NEWS-HERALD—Every evening except Saturday and Sunday. **SUNDAY MORNING**. Republican. Established 1872. News-Herald Publishing Co., publishers. Subscription, daily, \$5; sworn average circulation for six months prior to April, 1914, 10,444* net paid; daily, 8 to 24 pages; Sunday 20 to 28 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 4 cts. a line; 700 lines, 3½ cts.; 1,400 lines, 3 cts.; 2,800 lines, 2½ cts.; 4,200 lines, 2½ cts.; 7,000 lines, 2 cts. Preferred position, 10 and 20% extra. Reading notices, 15 cts. a line; 1,000 lines or more 10 cts. a line; first page, bottom of column, 25 cts. a line. Classified, 1c. per word.

See advertisement on page 440.

SOUTHWESTERN AUTOMOBILE—Monthly (24th). Good roads and motoring. Established 1912. Charles W. Fear, publisher. Subscription, \$1; claimed average circulation for year 1913, 5,000; 20 pages 2 columns, length of columns, 10 in.; width, 3½ in. Cannot use matrices, forms close 15th.

Advertising rates, full page, \$28; ½ dis- \$16; ¼ page, \$10; ⅛ page, \$5, with discount on 6 or 12 insertions; front side cover, \$35; back inside cover, \$30; back outside, \$40. Reading notices, 25 cts. a line.

KANSAS CITY—Population 248,381, second largest city in the state. On Missouri and Kaw Rivers and sixteen railroad systems comprising thirty-two distinct lines. A river navigation company with \$1,250,000.00 capital. Jobbing and distributing center for all of the Trans-Mississippi territory; immense trade in live stock, having marketed during 1913, 2,318,885 cattle and calves; 3,067,785 hogs; 2,094,748 sheep; 82,110 horses and mules at an approximate value of \$224,000,000.00. Principal industries, meat-packing, food products, metal products, flour milling, dry goods, shirts and overalls, lumber, coal, gasoline engines, implements, etc.; having a total value for year 1913, of \$250,000,000.00. Bank clearings for 1913, \$2,850,362,611.00.

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AMERICAN BREEDER—Semi-Monthly (5th and 20th). Agricultural. Established 1908. Graham Publishing Co. (Inc.), publishers. Subscription, \$1; guaranteed average circulation beginning Oct. 1, 1914, 35,000*; 16 to 40 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Can not use matrices. Forms close 1st and 15th. Office, 225 West 12th Street.

Advertising rates, agate, 16 cts. a line, flat; full page (728 lines), \$100; ½ page, \$55.

AMERICAN HEREFORD JOURNAL—Semi-monthly. Live Stock. Hereford Cattle. Established 1910. Hayes Walker, publisher. Subscription, \$1; claimed average circulation for year 1913, 5,800; 24 to 40 pages; 3 columns; length of columns, 10 in.; width, 2½ in. Office, Orear-Leslie Buidling.

Advertising rates, 10 cts. a line. Live stock advertising, \$2 an inch.

CATHOLIC REGISTER—Every Friday. Catholic. Established 1899. T. J. Casey, publisher. Subscription, \$2; claimed average circulation for year 1913, 7,500; 8 pages, 7 columns; length of columns, 22½ in.; width, 2½ in. Office, 304 West 10th Street.

Advertising rates, 4 cts. a line.

CENTRAL CHRISTIAN ADVOCATE—Every Wednesday. Methodist. Established 1856. Methodist Book Concern, publishers. Subscription, \$1; guaranteed and detailed average circulation for year 1913, 34,461*; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Can use matrices. Forms close one week in advance. Office, 1123 McGee Street.

Advertising rates, agate, 20 cts. a line. See Chicago, N. W. Christian Advocate for combination rate of seven Methodist weeklies.

DROVERS TELEGRAM—Every evening except Sunday. Farm Daily. Established 1882. Drovers Telegram Co., publishers. Subscription, \$4; sworn average circulation for six months ending April 1, 1914, 37,630* net paid; 6 to 16 pages, 7 columns; length of columns, 21 5/7 in.; width, 2½ in. Can use matrices. Office, 1505 Genesee Street.

Advertising rates, agate, 7 cts. a line; 1,000 lines, within one year, 6½ cts. a line; 10,000 lines, 6 cts. a line. Reading notices, 50 cts. a count line; first page, \$1 a line, with discount on 100 lines and over. Has combination rate with South Omaha, Neb., Journal-Stockman, and Live Stock Reporter, East St. Louis, Ill., 14 cts. a line; 1,000 lines, 13 cts.; 5,000 lines, 12 cts.; 10,000 lines, 11 cts. a line.

FARMER AND STOCKMAN—Every Thursday. Live Stock and Agriculture. Established 1877. J. M. Pierce, publisher. Subscription, \$1; detailed and guaranteed average circulation for year 1913, 100,000; 24 to 56 pages, 4 columns; length of columns, 13½

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in.; width, 2¼. in. Office, 820-21 New York Life Building.

Advertising rates, agate, 50 cts. a line; 100 lines, 48 cts.; 250 lines within one year, 46 cts. a line; 500 lines, 44 cts.; 1,000 lines or more, 42 cts. Reading notices, nonpareil, 60 cts. a count line. Special display rate in combination with Iowa Homestead (Des Moines, Ia.), and Wisconsin Farmer (Madison, Wis.), \$1.25 an agate line; with Wisconsin Farmer, 68 cts. a line.

See advertisement on page 476.

FREIGHT PAYER AND CONSUMER—Monthly (1st). R. R. Freights. Established 1910. The Consumers Publishing Co., publishers. Subscription, \$5; claimed minimum circulation for 1913, 5,000; 8 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Business office, 305 5th Ave., New York, N. Y.

Advertising rates, agate, 20 cts. a line; 500 lines, 15 cts.; 1,000 lines, 14 cts.; 2,500 lines, 13 cts.; 5,000 lines, 10 cts. a line.

HOME FRIEND—Monthly. Mail Order. Established 1904. United Publishing Co., publishers. Subscription, 25 cts.; sworn average circulation for year 1913, 519,000* net paid; 24 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 20th preceding month. Office, Friend Bldg.

Advertising rates, agate, \$2 a line; ¼ page, \$315; ½ page, \$595; one page (700 lines), \$1,085; back page (724 lines), \$1,155. Reading notices, \$2.50 a line.

See advertisement on page 531.

ILLUSTRATED WORLD—Monthly. Independent. Established 1889. Illustrated World Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 32 to 48 pages; 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 10th of each month. Office, 1016 Wyandotte Street.

Advertising rates, agate, 20 cts. a line each insertion.

IMPLEMENT TRADE JOURNAL—Every Saturday. Trade. Established 1886. Implement, Trade Journal Co., publishers. Subscription, \$2; circulation—not given by publisher; 40 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Can use matrices. Office, Studebaker Building.

Advertising rates, \$1.75 an inch, with discount for time and space.

INDEPENDENT—Every Saturday. Independent. Established 1899. Kellogg & Baxter, publishers. Subscription, \$1.50; claimed average circulation for year 1913, 13,997; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close Thursday preceding. Can use matrices. Office, 111 West 8th Street.

Advertising rates, agate, 10 cts. a line; 13 times or 500 lines, 9 cts.; 26 times or 1,000

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lines, 8 cts.; one year or 5,000 lines, 6 cts. a line. Reading notices, 35 cts. a count line. Classified, 5 cts. a line.

JOURNAL—Every morning including SUNDAY, and WEEKLY, Thursdays. Republican. Established 1854. The Journal Co., publishers. Subscription, daily, \$2.60; Sunday, \$1.50; weekly, 25 cts.; sworn average circulation for year ending June 30, 1914, daily, 78,782* net; Sunday, 75,017* net; weekly, 251,215* net; daily, 8 to 16 pages; Sunday, 20 to 44 pages; weekly, 8 to 24 pages; length of columns, 21 5/7 in.; width, 2 1/2 in. Can use matrices. Office, Eighth, McGee and Oak Streets.

Advertising rates, daily or Sunday, agate, 10 cts. a line, flat. Combination, daily or Sunday, weekly and Mo. and Kans. Farmer, 75 cts.; daily or Sunday and weekly, 55 cts.; daily or Sunday and Mo. and Kans. Farmer, 35 cts. a line. Alcoholic advertising in daily or Sunday, 12 cts. a line; combination, daily or Sunday and weekly, 72 cts. a line. Reading notices, cut off, with display head, 20 cts. a line (minimum space, 42 lines); cut off, with news head, 25 cts. a line (minimum space, 42 lines); run of paper on specified pages, 75 cts. a line; on any page (optional) 50 cts. a line; pure news reading, \$1; first page, \$1.50 a line. Classified, 10 cts. a line. Weekly edition, display or classified, 50 cts. a line, flat; combination with Mo. and Kans. Farmer, 70 cts. a line. Reading notices, in weekly, \$1.50 a line; first page, \$2.50 a line; cut-off readers, news head, \$1 a line; display head, 75 cts. a line.

See advertisement on page 541.

MEDICAL HERALD—Monthly. Medical. Established 1881. Chas. Wood Fassett, M. D., managing editor. Subscription, \$1; claimed average circulation for year 1913 9,300; 100 pages, 2 columns, length of column, 8 in.; width, 2 1/2 in. Office, 6th and Charles Streets, St. Joseph, Mo., and Gloyd Building, Kansas City, Mo.

Advertising rates, 1/4 page, one year, \$50; 1/2 page, \$90; 3/4 page, \$150; one page, \$300; for less time than one year, 25% extra. Reading notices, 50 cts. a line.

See advertisement on page 515.

MISSOURI AND KANSAS FARMER—Semi-Monthly (1st and 15th). Agricultural. Established 1884. The Journal Co., publisher. Subscription, 25 cts.; sworn average circulation for year ending June, 1914, 104,679*; 16 to 32 pages, 4 columns; length of columns, 14 in.; width, 2 1/2 in. Forms close 10th and 25th. Office, Journal Building, 8th and McGee Streets.

Advertising rates, agate, 30 cts. a line. In combination with daily or Sunday and Weekly Journal, 75 cts. a line; Weekly Journal, 70 cts.; daily or Sunday Journal, 35 cts. a line.

See advertisement on page 541.

PACKER—Every Saturday. Fruits and Produce. Established 1893. The Barrick

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Publishing Co., publishers. Subscription, \$1; sworn circulation for 1913, including five editions, Kansas City, Chicago, Cincinnati, New York and Pacific Coast, 43,339; 16 to 24 pages, 7 columns; length of columns, 22 in.; width, 2 1/2 in. Office, Packer Block, 530-536 Walnut Street.

Advertising rates, agate, \$2.50 an inch; 100 in. within one year, \$2; 500 in. or more, \$1.66% an inch. Preferred positions, 25% additional. Reading notices, 50 cts. per nonpareil line. Advertisements appear in all five editions of the Packer at above rate.

POST—Every evening except Sunday. SUNDAY MORNING and WEEKLY, Wednesday. Independent. Established 1906. National Newspaper Association, publishers. Subscription, daily and Sunday, \$3; weekly, 25 cts.; sworn average circulation, for six months prior to April 1914, daily, 127,772* net paid; Sunday, 118,659* net paid; weekly, 110,000*; 8 to 52 pages, 8 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices. Office, 1009-11 Main Street.

Advertising rates, agate, 12 cts. a line; next to reading 14 cts.; full position, 16 cts. a line; liquor advertising, 15 cts.; medical, 20 cts.; Amusements 30 cts. a line. Readers, \$1.50 a line; front or back page, \$5 a line. Classified, 1c. per word. WEEKLY, 25 cts. a line, flat. Readers, 50 cts. a line. Classified, 3 cts. per word.

See advertisement on page 513.

RAILWAY CARMEN'S JOURNAL—Monthly. (1st). Established 1895. Guaranteed average circulation for year 1913, 33,191; 80 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Form close 10th of month preceding. Office, Hall Building.

Advertising rates, \$3 an inch; 1/4 page, \$5; 1/2 page, (4 in.), \$9; 3/4 page, \$16; one page, \$30. Cover position 20% extra. Discount, 10 and 20% on 6 and 12 months, respectively.

RAILWAY CLERK—Monthly. Railway Clerks. Established 1902. Brotherhood of Railway Clerks, publishers. Subscription, \$1; claimed average circulation for year 1913, 8,650; 34 pages, 2 columns; length of columns, 8 in.; width, 4 1/2 in. Cannot use matrices. Office, Kansas City Life Building.

Advertising rates, \$1.50 an inch; 1/4 page (4 in.), one time, \$5; 1/2 page, \$9; one page, \$15; discounts, 10, 15 or 33 1/3% on 3, 6 or 12 consecutive insertions.

RAILWAY MAIL—Monthly (15th). Postal Clerks. Established 1880. Henry W. Strickland, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 6,000 net; 16 pages, 7 columns; length of columns 9 1/2 in.; width 3 in. Can use matrices. Forms close 5th. Office 617 Kansas City Life Building.

Advertising rates, \$1.50 an inch; full page \$20; 1/2 page \$10; 1/4 page \$6, with discounts on yearly contracts.

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ROUND TRIP ENVELOPE CO.—
See advertisement on page 533.

STAR—Every evening except Sunday, **TIMES**, every morning except Sunday, **SUNDAY STAR**, Sunday morning, and **WEEKLY STAR**, Wednesdays. Independent. Established 1880. Wm. R. Nelson, publisher. Subscription, daily, including Star, Times, and Sunday, \$5.20; Sunday, alone, \$2; weekly, 25 cts.; sworn average net paid circulation, morning, for year ending April 30, 1914, 180,328* net; evening, 184,437* net; Sunday, 177,526* net; weekly, 304,818* net; daily, 12 to 28 pages; Sunday, 34 to 60 pages; weekly, 10 to 24 pages, 7 columns; length of columns, 21 5/7 in.; width, 2 1/4 in. Can use matrices. Forms for weekly edition close Saturday preceding. Office, Eighteenth and Grand Avenue.

Advertising rates, morning and evening edition, combined, agate, 35 cts. a line; 1,000 lines within one year, 30 cts. a line; 5,000 lines or more, 27 1/2 cts. a line. Sunday, 30 cts. a line; 1,000 lines, on yearly contract, 25 cts.; 5,000 lines, 20 cts. a line. Preferred positions, 25 or 50% extra. Reading notices, daily or Sunday, \$2 a line; 2d page, \$3 a line; first page, \$5 a line. Classified, daily or Sunday, situations wanted 1 1/2 cts. per word; help wanted, rooms to rent or boarding, 2 1/2 cts. per word; all other classifications, daily, 3 cts. or Sunday, 2 1/2 cts. per word; personals, medical or employment agencies, daily 6 cts.; Sunday 4 cts. per word; display type and extra white space is figured at the rate of 20 cts. a line daily or 15 cts. a line Sunday. Summer resorts, steamship lines etc., 20 week day insertions within ten weeks, \$5.50 a line. Schools and colleges, during July and August, 30 times each in evening and morning issues, \$8.25 a line. **WEEKLY**, display, 60 cts. a line; next reading, 65 cts.; full position, 75 cts. a line. Reading notices, same as in daily. Classified, 60 cts. a line; in combination with Sunday or daily, 70 cts. a line.

See advertisement on page 519.

STOCKYARDS NUGGET—Every Thursday. Agricultural-Stock. Established 1911. E. Martindale, editor and publisher. Subscription 50 cts., sworn detailed average circulation Aug. 7th, 1914, 91,455* net paid; 16 pages, 4 columns; length 13 1/4 in.; width, 2 3/4 in. Can not use matrices. Office, Stock Yards Station.

Advertising rates, agate, 25 cts. a line; full page (780 lines), \$110; 1/2 page, \$75; 1/4 page, \$39. Readers, 50 cts. a count line.

See advertisement on page 452.

TIMES—Morning edition of Evening Star (see above).

See advertisement on page 519.

TRIBUNEN—Every Wednesday. Swedish. Republican. Established 1895. Tribunen Publishing Co., publisher. Subscription, \$1;

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claimed circulation for 1913, 6,500; 8 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices. Office, 1411 Wyandotte Street.

Advertising rates, 50 cts. an inch; on contract (4 insertions or more), 35 cts. an inch.

WESTERN DENTAL JOURNAL—Monthly. (1st). Dental-Trade. Established 1887. Hettlinger Bros. Mfg. Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 100 pages, 1 column, length of column 7 1/2 in.; width 4 1/2 in. Can use matrices. Forms close 15th of month preceding. Office 1009-11 Grand Avenue.

Advertising rates, upon application.

WORD AND WAY—Every Thursday. Baptist. Established 1896. The Western Baptist Publishing Co., publishers. Subscription, \$1; detailed average circulation for 1913, 21,500* net paid; 16 pages, 4 columns; length of columns, 13 1/2 in.; width, 2 1/4 in. Can use matrices. Forms close Tuesday morning preceding. Office, 35 East 31st Street.

Advertising rates, 15 cts. a line, with discounts on yearly contracts of 10, 15, 20 or 25% on 50, 100, 250 or 500 in. Special position, 10% extra.

MOBERLY—Population 10,923. On Missouri, Kansas & Texas and Wabash Railway Systems. Coal found in abundance and is also distributing point for surrounding territory on farm products, live stock and hardwood lumber.

MISSOURI TRIPLE LINK—Monthly. Fraternal—I. O. O. F. Established 1875. Triple Link Publishing Co., publishers. Subscription \$1; claimed average circulation for year 1913, 7,500; 8 page, 5 columns, length of columns 18 in., width 2 1/4 in.

Advertising rates, 50 cts. an inch, with discounts on yearly contracts.

MOUNTAIN GROVE—Population 1,722. Located in South East part of State, on St. Louis and San Francisco R. R. in the center of a prosperous farming, grazing, fruit growing and lumbering district. Principal industries are creamery, canning factory, flour and planing mills, fruit evaporator and lumber yards. Missouri Fruit and Poultry Experiment Stations are located here.

USEFUL POULTRY JOURNAL—Monthly. (1st). Poultry. Established 1909. V. O. Hobbs, publisher. Subscription, 25 cts.; claimed average circulation for year 1913, 15,000; 24 to 64 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Forms close 25th of month preceding.

Advertising rates, 11 cts.; 1,000 lines, 10 cts.; 5,000 lines, 9 cts. a line. Classified, 3 cts. per word.

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ST. JOSEPH—Population 77,403. On Missouri River and five railroads. Has immense jobbing business, very large packing houses and is a most important fruit, grain and stock market. Industries include the manufacture of shirts and overalls, plows, machinery, boilers, pumps, architectural iron, boots and shoes, harness, horse collars, food stuff, stock feed, and men's furnishing goods. Bank clearings for 1913, \$383,213, 958.83. Annual value of manufactured products, \$73,384,707.00.

COMMERCIAL JOURNAL — Monthly. Commercial. Established 1909. Pierce Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,230; 36 pages, 3 and 4 columns; length of columns, 12 in. Forms close 20th preceding month. Can use matrices.

Advertising rates, $\frac{1}{8}$ page, \$5; $\frac{1}{4}$ page, \$10; $\frac{1}{2}$ page, \$15; $\frac{3}{4}$ page, \$20; 1 page, \$35.

FRUIT GROWER AND FARMER—Semi-monthly (1st and 15th). Horticultural and Agricultural. Established 1896. Fruit Grower Co., publishers. Subscription, \$1; guaranteed average circulation for year 1914-15, 125,000; 24 to 80 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Forms close 5th and 20th. Office, 8th and Charles Streets.

Advertising rates, agate, 60 cts. a line. Classified, 6 cts. per word.

GAZETTE—Every morning including SUNDAY. Independent Republican. Established 1845. C. D. Morris, publisher. Subscription, \$3; sworn detailed average circulation for six months ending March 31, 1914, daily, 19,996* net paid; Sunday, 22,526* net paid; 8 to 40 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 215-217 S. 6th Street.

Advertising rates, daily, agate, 5 cts. a line; Sunday, .0625 cts. a line. Open space within one year, 12 times or 1,000 lines, daily, .0475, Sunday, .05938; 26 times or 2,000 lines, .045 and .05625; 52 times or 5,000 lines, .0425 and .05312; 104 times or 7,500 lines, .04 and .05; 156 times or 10,000 lines, .035 and .04375 a line. Preferred positions 10 or 25% extra. Reading notices, telegraph page, 50 cts. a count line; specified page, 40 cts.; run of paper, 30 cts. a line. Classified, 1c. a word.

See advertisement on page 442.

MEDICAL HERALD—See Kansas City, Mo. Also see advertisement on page 515.

NEWS-PRESS—Every evening except Sunday. Independent. Established 1878. The News Corporation, publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 39,493*; 12 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 9th and Edmond Streets.

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Advertising rates, 6 cts. a line, flat. Position, 25% extra. Classified, 1c. a word. Reading notices, 40 cts. a count line; solid local notices, 15 cts.; foot of first page, \$1; telegraphic readers, \$1.50 a count line.

OBSERVER—Every Saturday. Democratic. Established 1906. Frank Freytag, publisher. Subscription, \$1; claimed circulation for year 1913, 6,750; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates on application.

PROFITABLE FARMING—Semi-Monthly (1st and 15th). Intensive Farming. Established 1905. Farm Publishing Co., publishers. Subscription, 50 cts.; guaranteed average circulation for year 1914-1915, 75,000; 16 to 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 3 days in advance. Can use matrices. Office, Commerce Block.

Advertising rates, agate, 35 cts. a line; full page (700 lines), \$210.

See advertisement on page 485.

STOCK YARDS DAILY JOURNAL (So. St. Joseph)—Every evening except Sunday. Live Stock and Agriculture. Established 1897. St. Joseph Journal Publishing Co., publishers. Subscription, \$4; sworn average circulation for year ending March 1914, 9,368* net paid; 4 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, Live Stock Exchange Building Annex West Illinois Avenue.

Advertising rates, agate, 3½ cts. a line; 3,500 lines, 3 cts. a line; 7,000 lines, 2½ cts.; 14,000 lines, or more, 2 cts. a line. Classified, 1c. a word (minimum charge, 25 cts.). Reading notices, 5, 10 and 15 cts. a line.

ST. LOUIS—Fourth city in Population and Manufacturing. Population (1910) 687,029. The metropolis of the most rapidly developing section of the United States. Is an educational center of renown, being the seat of two great universities, St. Louis University and Washington University. The public schools are the finest in the world. Six hundred churches of every denomination. The thirty-eight public parks are famous for their natural beauty and contain over twenty-six hundred acres. St. Louis is noted for its beautiful homes and splendid residential streets, and a healthful place to live, the death rate being fourteen per cent. In 1913 there were over 3200 manufacturing establishments in the St. Louis industrial district, producing every kind of manufactured products to the value of over four hundred thirty million dollars. Supply depot for the great central west and Mississippi Valley, comprising the territory between the Alleghany and Rocky Mountains; the logical manufacturing and jobbing center for the central United States, because it is the largest railroad center on the Missis-

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issippi River and in the Mississippi Valley. Is on 27 steam railroads and on the banks of the greatest navigable stream in North America; is near the source of supply. Freight and passenger rates equitable. Labor conditions good. Market at hand; 30,000,000 live within 10 hours' ride. Leads the world in the manufacture of stoves, shoe, plug tobacco, crackers. Is the world's largest market for mules and horses, hardware, lumber, drugs and chemicals. Has the world's largest dry goods houses, hardware houses, tobacco factories, white lead factory, wholesale shipping station, shoe factory, brick works and woodenware house. Has America's largest market for dry goods, clothing, woodenware, hardware and lumber. Has America's largest exclusive carpet house, and tinware stamping plant. Leads America in the manufacture of coffee, street cars, clay products, caskets and coffins, saddlery and harnesses, and in the distribution of soft hats. Bank clearings 1913, \$4,136,994,869.00.

ABENDSCHULE—Bi-Weekly. German. Woman and Home. Established 1854. Louis Lange Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 60,309; 48 to 56 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close 2 weeks in advance. Office, 3600 to 3612 Texas Avenue.

Advertising rates, agate, 20 cts. a line; special position, 25 cts. a line.

ALTRUIST—Monthly (1st). Labor. Established 1868. Altruist Community, publishers. Subscription, 25 cts.; claimed average circulation for year 1913, 10,000; 6 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close 15th. Office, 703 Locust Street.

Advertising rates, 10 cts. a line; two or more insertions, 6 cts. a line.

AMERICAN PAINT AND OIL DEALER—Monthly. Trade. Established 1908. American Paint Journal Co., publishers. Subscription, three years, \$1; sworn average circulation for year 1913, 10,000* net paid; 52 pages, 3 columns; length of columns, 12 in.; width, 16 ems. Office, 411 North 10th Street.

Advertising rates on application.

AMERICAN WOMAN'S REVIEW—Monthly. Organized and Federal Women's Clubs. Established 1890. Orr Printing and Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, 26,000; 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 10th preceding month. Office, 2807 Locust Street.

Advertising rates, agate, 35 cts. a line with time discounts. Minimum space, 5 lines.

AMERIKA—Every morning, including SUNDAY, and SEMI-WEEKLY, Tuesdays and

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Fridays. German. Independent. Established 1871. German Literary Society, publishers. Subscription, daily, \$8; Sunday, \$3; semi-weekly, \$2; sworn average circulation for six months prior to April 1914, daily, 18,316* net paid; semi-weekly, not given by publisher; daily, 8 to 10 pages; Sunday, 24 to 28 pages; semi-weekly, 12 pages; 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices. Office, 18 South Sixth Street.

Advertising rates, daily, or Sunday, transient, 10 cts. a line; 5,000 lines within one year, 8 cts.; 10,000 lines, 6 cts.; 20,000 lines, 5 cts. a line. Reading notices, 30 cts. a line; Sunday or semi-weekly, 50 cts. a line, count. Semi-weekly, display, 15 cts. a line.

See advertisement on page 512.

ASSOCIATED FARM PAPERS—See Chicago, Ill.

AUTO REVIEW—Monthly (1st). Automobiles. Established 1906. Auto Review Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, 12,868 net paid; 48 to 60 pages, 2 columns; length of columns, 9¾ in.; width, 3½ in. Can use matrices. Office, 203-5 Frisco Bld'g.

Advertising rates, \$6 an inch; yearly rate, \$4 an inch; ¼ page, \$10; ½ page, \$17.50; ¾ page, \$30; one page, \$50.

BECKWITH INTER-STATE LIST—See New York City.

BUDD CO. (The John)—

See advertisement on pages 486 and 487.

BULLETIN OF COMMERCE—Semi-Monthly. Home, Farm and Commercial. Established 1874. George W. Briggs, publisher. Subscription, \$5; claimed average circulation for year 1913, 14,750; 16 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in. Can use matrices. Office, 6 North Third Street.

Advertising rates, 12½ cts. a line.

BUTCHERS' AND PACKERS' GAZETTE—Every Saturday. Meats and Packing. Established 1808. Butchers' and Packers' Gazette Publishing Co., publishers. Subscription, \$2; claimed circulation for year 1913, 19,104; 8 to 12 pages, 7 columns; length of columns, 24 in.; width, 2½ in. Office, 224 Walnut Street.

Advertising rates, agate, 5 cts. a line.

CENSOR—Every Thursday. Independent. Established 1894. The Censor Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 33,000; 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, Fullerton Building.

Advertising rates, agate, 15 cts. a line; 1,000 lines, within one year, 12 cts. a line; 2,000 lines, 10 cts.; 3,000 lines, 9 cts.; 5,000 lines, 8 cts.; 10,000 lines, 7 cts. a line. Reading notices, 50 cts. a count line.

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CESKA ZENA—Semi-Monthly. (1st and 15th). Bohemia-Woman. Established 1908. Bohemia Literary Society, publishers. Subscription, \$1; claimed average circulation for year 1913, 6,200; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can not use matrices. Office, 1625 So. 11th Street.

Advertising rates, 8 cts. a line, with discounts for space. Readers, 20 cts. a line.

CHRISTIAN ADVOCATE—Every Wednesday. Methodist. Established 1850. St. Louis Christian Advocate Co., publishers. Subscription, \$2; sworn average circulation for year 1913, 11,225*; 16 pages, 5 columns; length of columns, 15½ in.; width, 2½ in. Office, 3504 Washington Avenue.

Advertising rates, \$1.12 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in.; space.

CHRISTIAN-EVANGELIST—Every Thursday. Christian, or Disciples of Christ. Established 1863. Subscription, \$1.50; claimed average circulation for six months ending March 31, 1914, 37,083; 32 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close Mondays preceding. Can use matrices. Office, 2712 Pine Street.

Advertising rates, \$3.86 an inch. Preferred position, 25% extra.

CHRISTIAN PHILANTHROPIST—Monthly. Religious. Established 1890. The National Benevolent Association of The Christian Church, publisher. Subscription, 25 cts.; claimed circulation for year 1913, 14,500; 16 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close 5th. Office, 2955 Euclid Avenue.

Advertising rates, 80 cts. an inch; 2 times or 6 in., 75 cts.; 4 times or 12 in., 70 cts.; 6 times or 18 in., 65 cts.; 8 times or 24 in., 60 cts.; 12 times or 36 in., 50 cts. an inch; full page, \$20; ½ page, \$12; ¼ page, \$7.

CHURCH PROGRESS—Every Thursday. Catholic. Established 1878. The Catholic Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for year 1913, 7,500*; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, Fullerton Building.

Advertising rates, 75 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

COLMAN'S RURAL WORLD—Every Wednesday. Agricultural. Established 1828. Colman's Rural World Publishing Co., publishers. Subscription, \$1; detailed average circulation for year 1914, 45,153*; 16

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pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Office, 718 Lucas Ave.

Advertising rates, agate, 25 cts. a line, flat. Special positions, 10% extra. Reading notices, 40 cts. a count line.

COMMERCIAL NEWS AND LABOR GAZETTE—Semi-Monthly. Commercial-Labor. Established 1898. Geo. W. Briggs, publisher. Subscription, \$5; claimed average circulation for year 1913, 10,300; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, No. 6 North 3d Street.

Advertising rates, agate, 12½ cts. a line.

COMMERCIAL REVIEW—Semi-Monthly. Commercial. Established 1869. Briggs & Company, publishers. Subscription, \$2.50; claimed average circulation for six months ending July, 1914, 31,000 net paid; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Office, 6 N. 3d Street.

Advertising rates, 12½ cts. a line.

DRACH, CHAS. A. ELECTROTYPE COMPANY—

See advertisement on page 526.

DRYGOODSMAN AND GENERAL MERCHANT—Every Saturday. Drygoods Trade. The Tradesman Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 6,000; 60 to 200 pages, 3 columns; length of columns, 10 5/6 in.; width, 2½ in. Office, 1627-31 Washington Avenue.

Advertising rates, ¼ page, \$11.25; ½ page, \$21.25; ¾ page (full column), \$30; 1 page, \$40; one page, \$75.

FARM MACHINERY—Every Tuesday. Trade. Established 1886. Midland Publishing Co., publishers. Subscription, \$1; detailed average circulation for year 1913, 6,200*; 36 to 80 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 810 Pine Street.

Advertising rates, \$2.40 an inch, with discount of 20, 25, 30, 40 or 50% on 4, 13, 26, 39 or 52 insertions.

FARM PROGRESS—Semi-Monthly. Agricultural. Established 1904. Geo. W. Knapp & Co., publisher. Subscription, 25 cts.; sworn detailed average circulation for first six months in 1914, 152,175* net; 14 to 20 pages or more, 4 columns; length of columns, 13 4/7 in.; width, 2½ in. Forms close 2d and 4th Monday of each month preceding date of issue. Can use matrices. Office, Seventh and Olive Streets.

Advertising rates, agate, 65 cts. a line. Reading notices, \$1.30 cts. a line. Special rate for Farm Progress and Semi-weekly Republic, one week during same month, com-

Which is which? Not every newspaper or magazine is useful to you. Nelson Chesman & Company is the clearing house for "which is which" information.

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bined, \$1 a line. Farm Progress, one week in Semi-weekly Republic, and one time in Sunday Republic, all during same month, \$1.15 a line; preferred position, 25% extra.

FORCE—Monthly. Hygiene. Sports. Physical Culture. Established 1903. Force Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 8,000; 80 pages, 2 columns; length of columns, 9 in.; width, $3\frac{1}{2}$ in. Forms close 10th preceding month. Office, 123 Locust Street.

Advertising rates, 30 cts. a line; \$3 an inch; one page, \$40; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata. Inside front and back cover, 10% additional; outside back cover, 20%. Discount, 10% on three pages or more within one year.

FRIEDENSBOTE—Every Sunday. German. Evangelical. Established 1849. Eden Publishing House, publishers. Subscription, \$1; claimed circulation for year 1913, 30,129; 16 pages, 4 columns; length of columns, 13 in.; width, $2\frac{1}{2}$ in. Office, 1716 Chouteau Avenue.

Advertising rates, 20 cts. a line. Discount on 6 times, 10%; 13 times, 20%; 52 times, 30%.

FRONT RANK—Every Saturday. For young men and women. Established 1890. Christian Board of Publication, publishers; sworn average circulation for year 1913, 35,517*; 16 pages, 3 columns; length of columns, 10½ in.; width, $2\frac{1}{2}$ in. Office, 2710-14 Pine Street.

Advertising rates, \$3.55 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

GLOBE-DEMOCRAT—Every morning including SUNDAY, and SEMI-WEEKLY, Tuesdays and Fridays. Republican. Established 1852. The Globe Printing Co., proprietors. Subscription, daily, \$6; Sunday, \$2; Semi-weekly, \$1; sworn average circulation for nine months ending April, 1914, daily, 119,744* net; Sunday, 164,381* net; semi-weekly, 94,614* each issue; daily, 12 to 24 pages; Sunday, up to 106 pages; semi-weekly, 16 to 28 pages, 7 columns; length of columns, $2\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Forms for semi-weekly close Sunday preceding. Can use matrices. Office, Southwest corner Sixth and Pine Streets.

Advertising rates, daily, agate, 25 cts. a line; four times, 95 cts.; five times, \$1.15; six times, \$1.35; seven times, \$1.50; thirty times, \$4.95; each additional insertion, $13\frac{1}{2}$ cts. a line; 1 t. a. w., 20% extra; 2 t. a. w., including Sunday, 30%; Sunday only, 30 cts. a line, each insertion; 1,000 lines within one year, daily, 20 cts. a line; Sunday, 25 cts.; 2,000 lines, daily, $17\frac{1}{2}$ cts.; Sunday, 20 cts.; 5,000 lines, daily, 15 cts.; Sunday, $17\frac{1}{2}$ cts.; 10,000 lines, daily, $13\frac{1}{2}$ cts.; Sunday, 15 cts. Local notices, Saturday or Sunday, 75 cts.; other days, 50 cts.; full faced headings, 50% extra. Leaded notices on editorial page, \$1; Saturday or Sunday, \$1.25; full faced head-

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ings, 50% extra. Classified, 10 cts. a line solid agate or 25 cts. displayed. Semi-weekly, both issues, 50 cts. a line. Local notices, \$1 a line. Leaded notices, editorial page, \$1.25. Special position, daily, Sunday or weekly, 15, 25 or 40% extra.

HEROLD DES GLAUBENS—Every Wednesday. German Catholic. Established 1850. German Printing and Publishing Association, publishers. Subscription, \$2; claimed average circulation for year 1913, 43,200; 8 pages, 7 columns; length of columns, $2\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can not use matrices. Office, Temple Building.

Advertising rates, 5 cts. a line, flat. Reading notices, double display.

HLAS—Every Tuesday and Friday. Bohemian. Catholic. Established 1873. Bohemian Literary Society, publishers. Subscription, \$2; claimed average circulation for year 1913, 9,900; 8 pages, 6 columns; length of columns, $19\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Office, 1625 S. 11th Street.

Advertising rates, 8 cts. a line; 5,000 lines, 6 cts.; 10,000 lines, 5 cts a line. Reading notices, 20 cts. a line.

HOME—Monthly. Literary. Established 1900. Orff Printing and Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 31,000; 24 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 10th preceding month. Office, 2807 Locust Street.

Advertising rates, agate, 25 cts. a line.

HUMORIST—Monthly (1st). Humorous Literature. Established 1879. Henry Herman editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 718,000; 24 to 30 pages, 3 columns, length of columns, $8\frac{3}{4}$ in.; width, $2\frac{1}{2}$ in. Can not use matrices. Forms close, 20th of month preceding. Office, 206 South Fourth Street. Advertising rates, 10 cts. a line, flat.

INTERNATIONAL MUSICIAN—Monthly. Musical. Established 1901. Owen Miller, publisher. Subscription, 50 cts.; claimed circulation for year 1913, 75,000; 16 pages, 5 columns; length of columns, $5\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close 26th preceding month. Office, 3535 Pine Street.

Advertising rates, \$2.50 an inch.

INTERSTATE GROCER—Every Saturday. Trade. Established 1889. Grocers' Journal Co., publishers. Subscription, \$1; sworn average circulation for year 1913, 9,271*; 12 pages, 7 columns; length of columns, $2\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Cannot use matrices. Forms close Thursday. Office, 501-5 Navarre Building.

Advertising rates, agate \$1.12 an inch.

INTERSTATE MEDICAL JOURNAL—Monthly. Medical. Established 1893. Inter-

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state Medical Journal Co. (Inc.), publishers. Subscription, \$2; claimed average circulation for year 1913, 10,000; 192 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th preceding month. Office, Metropolitan Building.

Advertising rates, ¼ page, \$9; ½ page, \$15; ¾ page, \$27.50; one page, \$50. Discount, 5, 10 and 15% on 3, 6 and 12 months respectively. Reading notices, 20 cts. a line.

JACOBS & COMPANY.

See advertisement on pages 502, 503, 504, 505 and 506.

JEWISH VOICE—Every Friday. Jewish. Established 1881. Rabbi M. Spitz, publisher. Subscription, \$2; claimed average circulation for year 1913, 13,500; 8 pages, 5 columns; length of columns, 17¼ in.; width, 2½ in. Office, Syndicate Trust Bldg.

Advertising rates, \$1 an inch. Reading notices, 25 cts. a line.

JOURNAL OF AGRICULTURE—Every Friday. Agricultural. Established 1866. National Publishing Co., publishers. Subscription, 75 cts.; sworn detailed average circulation for 1913, 151,511* net; 16 to 24 pages, 4 columns; length of columns; 13½ in.; width, 2¼ in. Forms close Monday. Office, 716 Lucas Avenue.

Advertising rates, agate, 60 cts. a line, flat. Special position, 10 or 25% extra. Reading notices, 75 cts. a count line. Classified 5 cts. per word.

See advertisement on page 518.

LISTY—Every Thursday. Bohemian-Independent. Established 1902. Louis Novak, publisher. Subscription, \$2; claimed average circulation for year 1913, 4,800; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office 2117 So. 12th Street.

Advertising rates, 50 cts. an inch.

MEDICAL BRIEF—Monthly (1st). Medical. Established 1873. Henry R. Strong, publisher. Subscription, \$1; circulation not given by publisher; 100 pages, 2 columns, length of columns, 7¼ in.; width, 2½ in. Can not use matrices. Forms close 15th of month preceding. Office, 9th and Olive Street.

Advertising rates, \$5 an inch; full page, \$40, with discount on 3, 6, or 12 months contract?

MEDICAL ERA—Monthly. Medical. Established 1892. A. B. H. Gradwohl, M. D., publisher. Subscription, \$1.50; claimed circulation for year 1913, 11,000; 80 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Can use matrices. Office, 820 North Grand Avenue.

Advertising rates, ⅓ page, \$5; ½ page, \$6; ¾ page, \$12; 1 page, \$20; 1 page, \$36, with discounts on three or more insertions. ¼ page, 6 months, \$60; one year, \$100;

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½ page, six months, \$100; one year, \$150; one page, six months, \$150; one year, \$250.

MEDICAL FORTNIGHTLY—Fortnightly (10th and 25th). Medical. Established 1891. Fortnightly Press Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 10,400; 40 pages, 2 columns, length of columns, 8½ in.; width, 2¼ in. Can not use matrices. Forms close, 1st and 20th. Office, 319-20 Century Bldg.

Advertising rates, full page, \$15; ½ page, (upper), \$10; (lower), \$8.85; ¼ page, (upper), \$6.25, (lower), \$5, with a discount of 20% on yearly contracts.

See advertisement on page 535.

MEDICAL REVIEW—Monthly. Medical. Established 1875. St. Louis Medical Review Assn., publishers. Subscription, \$2; claimed circulation for year 1913, 6,500; 52 pages, 2 columns; length of columns, 9 in.; width, 3 in. Forms close 12th of preceding month. Office, 3528 Franklin Ave.

Advertising rates, ⅓ page, \$4; ½ page, \$7; ¾ page, \$12; 1 page, \$22; one page, \$40, with discounts of 5, 10 or 25% on 3, 6 or 12 months, respectively. Reading notices, 30 cts. a line.

MERCANTILE ADJUSTER—See New York City.

MIRROR—Every Friday. Independent. Politics. Literary. Critical. William Mariou Reedy, publisher. Subscription, \$2; circulation—not given by publisher; 20 to 40 pages, 4 columns; length of columns, 11¼ in.; width, 2¼ in. Forms close 10 days in advance. Office, Syndicate Trust Building.

Advertising rates, 1,000 lines, 15 cts. a line; 2,000 lines, 14 cts.; 3,000 lines, 13 cts.; 5,000 lines, 12 cts.; 10,000 lines, 10 cts. a line.

MISSISSIPPI BLAETTER. Sunday edition of Westliche Post, which see.

MISSOURI A. O. U. W. OVERSEER—Monthly. Ancient Order United Workmen. Established 1879. Overseer Publishing Co., publishers. Subscription, 50 cts.; claimed circulation for year 1913, 7,000; 16 pages, 4 columns; length of columns, 11½ in.; width, 2¼ in. Can use matrices. Office, 805 Times Building.

Advertising rates, agate, 10 cts. a line.

M. K. & T. EMPLOYEES' MAGAZINE—Monthly. (1st). Railroad Employees. Established 1913. M. K. & T. Employees Magazine publishers. Subscription \$1. (Distributed free to employees). Claimed average circulation for six months ending June, 1914, 20,000; 52 pages, 2 columns; length of columns, 7¾ in.; width, 2¼ in. Cannot use matrices. Forms close 15th of month preceding. Office, F 16 Railway Exchange Building.

Advertising rates, full page \$45; ½ page, \$26.50; ¼ page, \$15; ⅓ page, \$10; on semi-

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annual contracts \$40; \$22.50; \$12.50 or \$7.50; on annual contract, \$35, \$18.50, \$10 or \$6 respectively.

MISSOURI MULE—Monthly (1st). Humorous literature. Established 1912. The Lucey Publishing Co., publishers. Subscription, \$1; claimed average circulation for six months ending July 1914, 10,000; 20 pages, 2 columns, length of columns 9 in.; width 3 in. Can use matrices. Forms close 24th of month preceding. Office 3833 Olive Street.

Advertising rates, \$2.50 an inch; full page \$25; ½ page, \$15; ¼ page \$7.50.

MISSOURI RURALIST—Semi-monthly (5th and 20th). Agricultural. Live Stock. Established 1902. Arthur Capper, publisher. Subscription, 50 cts.; sworn detailed average circulation for 1913, 84,000*; 20 to 40 pages, 4 columns; length of columns, 13 3/4 in.; width, 2 1/4 in. Forms close one week in advance. Can not use matrices. Office, 1106 Chemical Building.

Advertising rates, agate, 35 cts. a line; full page (740 lines), \$210; back cover page, \$230. Reading notices, 70 cts. a line. Classified, 4 1/2 cts. per word; 4 times, 16 cts. per word.

See advertisement on colored insert between pages 476 and 477.

MODERN HOSPITAL—Monthly. Architecture. Equipment and Administration of Hospitals and Sanitariums. Established September 1913. The Modern Hospital Publishing Co., publishers. Subscription, \$3; claimed average circulation for 1913, in excess of 8,000; 168 page, 2 columns; length of columns, 9 1/2 in.; width, 3 1/4 in. Forms close 10th preceding month. Office, Metropolitan Building, Grand Avenue and Olive Street.

Advertising rates, 1/4 page, \$22, 1/2 page, \$40; one page, \$72; on yearly contract, \$18, \$34 or \$60 respectively.

NATIONAL ELKS HORN—Monthly (20th). B. P. O. Elks. Established 1899. Norman M. Vaughn, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 51,000; 16 pages, 3 columns; length of columns, 12 in.; width, 2 3/4 in. Office, 1419-20 Syndicate Trust Building.

Advertising rates, \$3 an inch.

NATIONAL FARMER AND STOCK GROWER—Monthly (1st). Agricultural. Established 1898. Hale Publishing Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for first four months 1914, 122,897* net paid; 32 pages, 4 columns; length of columns, 12 1/2 in.; width, 2 1/2 in. Forms close 25th of month preceding. Office, 3550 Vista Avenue.

Advertising rates, agate, 50 cts. a line; three consecutive insertions or 175 lines in one issue, 47 cts.; six insertions or 350 lines,

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45 cts.; twelve insertions or 700 lines, 42 cts. a line. Full position 10% extra.

See advertisement on page 520.

NATIONAL GOOD ROADSTER—Monthly (1st). Better Highways. Established 1914. Good Roadster Publishing Co., publishers. Subscription, \$1; claimed average circulation for first three months of existence, 15,000; guaranteed for 1915, 20,000; 16 to 48 pages, 4 columns, length of columns, 12 in.; width, 2 1/2 in. Can use matrices. Forms close 10 days in advance. Office, 1414 Wright Bldg.

Advertising rate, agate, 11 cts. a line; full page \$65; 1/2 page, \$35; 1/4 page \$18. Classified, 10 cts. a line.

See advertisement on page 453.

NATIONAL RIP SAW—Monthly. Socialist. Established 1904. National Rip Saw Publishing Co., publishers. Subscription, 50 cts.; detailed average circulation Aug. 15, 1914, 231,008*; 16 pages, 4 columns, length of columns, 12 in.; width, 2 1/4 in. Forms close 5th preceding month. Office, 411 Olive St.

Advertising rates, agate, \$1 a line; 1/4 page (168 lines), \$151.20; 1/2 page, 302.40; one page, \$490; full back page, \$550.

See advertisement on page 523.

PHILATELIC JOURNAL OF AMERICA—Monthly (1st). Philatelic Stamp Security Co., publishers. Subscription \$1; claimed average circulation, for 1913, 10,878; 48 pages, 2 columns; length of columns, 8 in.; width, 2 1/4 in. Cannot use matrices. Forms close 15th of preceding month. P. O. Address, Wellston Station.

Advertising rates, 25 cts. per line, (six words, 11 lines to an inch), with discount of 25% on 1,000 line contract.

POST-DISPATCH—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1852. Pulitzer Publishing Co., proprietors. Subscription, daily, \$3; Sunday, \$2; sworn detailed average circulation for year 1913, daily 171,214*; Sunday, 307,524*; daily, 12 to 28 pages; Sunday, 60 to 80 pages, 8 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices. Office, 210-212 North Broadway.

Advertising rates, Sunday, Thursday, Friday, 34 cts.; Monday, Tuesday, Wednesday, 30 cts.; Saturdays, 25 cts. a line; on yearly contract, Sunday, Thursday, Friday, 13 times or 2,000 lines, 30 cts.; 26 times or 3,000 lines, 28 cts.; 78 times or 5,000 lines, 24 cts.; 104 times or 7,500 lines, 22 cts.; 156 times or 10,000 lines, 20 cts. Monday, Tuesday, Wednesday, 2,000 lines, 27 cts.; 26 times or 3,000 lines, 24 cts.; 78 times or 5,000 lines, 21 cts.; 104 times or 7,500 lines, 20 cts.; 156 times or 10,000 lines, 19 cts.; Saturday only, 8 times or 2,000 lines, 23 cts.; 13 times or 3,000 lines, 22 cts.; 26 times or 5,000

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lines, 19 cts.; 39 times or 7,500 lines, 18 cts.; 52 times or 10,000 lines, 17 cts.

Schools and resorts, daily or Sunday, 20 cts. a line.

Comic Section, back page, in colors only, 75 cts. a line, flat.

Sunday Magazine, inside page only, 70 cts. a line, flat.

Readers; Monday, Tuesday, Wednesday or Saturday, 75 cts.; Thursday, Friday or Sunday, \$1 a count line, flat; reading style, daily or Sunday, \$1.25 a line, flat.

Classified, ordinary; daily or Sunday, 10 cts. a line; agents, canvassers, salesmen, employment agencies, trade schools, etc., 15 cts. a line; business personal, 25 cts.; medical, 25 cts.; agate caps, or 3-em dashes top and bottom, 5 cts. a line extra; real estate display in real estate classifications only, 25 cts. a line; real estate display, run of paper, regular display rates; display on Want pages (except real estate classification), regular display rates. Cuts on heavy-faced type not accepted for classified columns.

QUEEN'S WORK—Monthly (15th). Catholic-Home. Established 1914. Jesuit Fathers, publishers. Subscription, \$1; claimed average circulation for first three issues, 21,000; guaranteed for 1914-15, 20,000 to 30,000; 60 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 1st of month preceding. Office, 205 North Grand Avenue.

Advertising rates agate, full page (224 lines) \$35; ½ page, \$18; ¼ page, \$10, ¼ page, \$5.50; back cover, \$100; inside cover \$50; covers run in colors 20 cts. a line.

RAILROAD TELEGRAPHER—Monthly. Fraternal. Labor. Order of Railroad Telegraphers, publishers. Established 1885. Subscription, \$1; claimed average circulation for year 1913, 44,000; 182 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th current month. Can use matrices. Office, Star Building.

Advertising rates, \$9 an inch; ¼ page, \$27; ½ page, \$45; one page, \$75. Discount, 10, 15 or 33⅓% on 3, 6 or 12 consecutive insertions respectively.

REPUBLIC—Every morning including SUNDAY, and SEMI-WEEKLY, Mondays and Thursdays. Democratic. Established 1808. George Knapp & Co., publishers. Subscription, daily, \$4; Sunday, \$2; Semi-weekly, 50 cts.; sworn detailed average circulation, for six months ending June 30, 1914, daily, and Sunday, 115,196* net; Sunday, 136,521* net; semi-weekly, 156,768* net; daily, 10 to 24 pages; Sunday, 50 to 60 pages; semi-weekly, 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Seventh and Olive Streets.

Advertising rates, agate, daily, 25 cts. a line; Sunday, 30 cts.; to be used within one year (minimum 10 lines), daily or Sunday, seven times, 21 cts.; thirteen times, 20 cts.; twenty-six times, 18 cts.; seventy-eight times,

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17 cts.; 156 times, 14 cts. a line. Open space within one year, 1,000 lines, daily, 20 cts. a line; Sunday, 25 cts.; 2,000 lines, daily, 17½ cts.; Sunday, 20 cts.; 5,000 lines, daily, 14 cts.; Sunday, 15 cts. a line. Specified positions, 25% extra. Classified, 10 cts. a line; personals, medical, etc., 15 cts. a line. Reading notices, 50 cts. and \$1 a line in daily; 75 cts., and \$1 in Sunday issue, with discounts on 500 lines or more. Semi-weekly, 65 cts. per line (2 issues). Reading matter, counted lines, double display rate. Special combination rates for Sunday, semi-weekly and Farm Progress. Also semi-weekly and Sunday—See Farm Progress.

ROUND TABLE—Every Saturday. Religious. For Young Men. Established 1890. Christian Board of Publication, publishers; sworn average circulation for year ending March, 1914, 13,125*; 16 pages, 3 columns; length of columns, 10¾ in.; width, 2½ in. Can use matrices. Office, 2710-14 Pine Street.

Advertising rates, \$1.80 an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 in.; space.

SOCIAL CIRCLE—Every Saturday. Religious. For Young women. Established 1890. Christian Board of Publication, publishers; sworn average circulation for year ending March, 1914, 20,250*; 16 pages, 3 columns; length of columns, 10¾ in.; width, 2½ in. Can use matrices. Office, 2710-14 Pine Street.

Advertising rates, \$1.98 an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 in.; space.

SPORTING GOODS DEALER—Monthly (1st). Established 1899. Charles C. Spink & Son, publishers. Subscription 50 cts.; claimed average circulation for year 1913, 12,000; 72 pages, 2 and 3 columns; length of columns, 10 in.; width, 3½ and 2¼ in. Forms close 20th preceding month. Office, 1002 Olive Street.

Advertising rates, 1 inch, narrow column, \$2; ¼ page, \$12; ½ page, \$20; one page, \$35. Discount, 5% on six months; 10% on one year.

SPORTING NEWS—Every Thursday. Sporting. Established 1886. Charles C. Spink & Son, publishers. Subscription, \$2; claimed average circulation for year 1913, 75,000; 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Office, 1002 Olive Street.

Advertising rates, agate, 20 cts. a line. Reading notices, 50 cts a line.

STAR—Every evening except Sunday. Independent. Established 1880. Subscription, \$3; sworn average circulation for year ending August 1914, 56,748*; 10 to 24 pages, 7 columns; length of columns, 21¾ in.; width, 2¼ in. Can use matrices. Office, corner Twelfth and Olive Streets.

Advertising rates, agate, 15 cts. a line; 500 lines, within one year, 12 cts.; 2,500

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lines, 10 cts.; 5,000 line, 9 cts.; 15,000 lines, 8 cts. a line. Preferred position, 25% extra. Special rates for publishers, schools and colleges or hotels and summer resorts, 12½ cts. a line. Classified, 10 cts. a line. Reading notices, 50 cts. a count line.

SUNDAY WATCHMAN—See Western Watchman.

TIMES—Every evening except Sunday. Independent. Established 1907. German-American Press Association, publishers. Subscription, \$3; sworn average circulation for six months prior to April 1914, 81,027* net paid; 12 to 32 pages, 7 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices. Office, Broadway and Chestnut Streets.

Advertising rates, agate, 25 cts. a line; ½ inch or more, 13 times, 20 cts.; 26 times, 17 cts.; 52 times, 15 cts.; 104 times, 13 cts.; 156 times, or more, 12 cts. a line. Open space within one year, 1,000 lines, 18 cts. a line; 2,000 lines, 16 cts. a line; 3,000 lines, 14 cts.; 5,000 lines, 13 cts.; 10,000 lines, or more, 12 cts. a line. Automobile advertising, 25 cts. a line; 1,000 lines, 13 cts.; 3,000 lines, 14 cts.; 5,000 lines, 12 cts. Educational and summer resorts, 15 cts. a line; reading notices, nonpareil, 60 cts. a line; telegraphic readers, \$1 a line. Classified, 10 cts. a line.

See advertisement on page 522.

TOYS AND NOVELTIES—Monthly. Trade. Established 1909. Charles C. Spink & Son, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 6,500; 80 pages, 2 and 3 columns; length of columns, 10 in.; width, 3½ and 2½ in. Forms close 1st. Office, 1002 Olive Street.

Advertising rates, ¼ page, \$4; ½ page, \$7; ¾ page, \$12; one page, \$20. Discount, 5 and 10% on 6 and 12 months, respectively.

T. P. A. MAGAZINE—Monthly (15th). Traveling Men-Fraternat. Established 1905. Travelers' Protective Association of America Publishers. Subscription, 50 cts.; sworn average circulation for six months ending July, 1914, 47,338* net; 32 to 64 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can not use matrices. Forms close 1st. Office, 915 Olive Street.

Advertising rates, full page, \$60; 3 months, \$50; 6 months, \$45; one year, \$40 each insertion; ½ page, \$32.50, \$27.50, \$24.75 or \$22; ¼ page, \$17.50, \$15, \$13.50 or \$12; ⅓ page, \$10, \$8, \$7.20 or \$6.40 respectively.

UROLOGIC AND CUTANEOUS REVIEW—Monthly. Medical. Established 1897. The Philmar Company, publishers. Subscription, \$2; claimed average circulation for 1913, 17,500; 96 pages, 2 columns; length of columns, 9½ in.; width, 2½ in. Forms close 10th preceding month. Office, 3700 Morgan Street.

Advertising rates, ⅓ page, \$5.75; ½ page, \$9; ¾ page, \$17; 1 page, \$30; one page,

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\$54. Reading notices, 75 cts. a line. Discount on 3 or more consecutive insertions.

WESTERN WATCHMAN—Every Thursday, and **SUNDAY WATCHMAN**, every Saturday. Roman Catholic. Established 1864. Rev. D. S. Phelan, editor. Subscription, each, \$2; sworn combined circulation for year ending June, 1913, 8,500; 16 pages. Office, 720 Chestnut Street.

Advertising rates, agate, 85 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space. Readers, 25 cts. a line.

WESTLICHE POST—Every morning, and Country Edition, except Sunday, and **MISSISSIPPI BLAETTER**, Sunday edition of Westliche Post (morning issue). German. Republican. Established 1857. German-American Press Association, publishers. Subscription, morning, \$4; Country edition, \$2; Sunday, \$2; sworn average circulation for six months prior to April, 1914, morning issue, 21,087; Sunday, 24,825; Country edition, 00,000; daily, 12 pages; Sunday, 36 to 60 pages, 7 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices. Office, Broadway and Chestnut Street.

Advertising rates, agate, morning issue, 15 cts.; 1,000 lines, within one year, 12 cts.; 2,500 lines, 9 cts.; 5,000 lines, or more, 8 cts. a line; Sunday issue, 20 cts. a line; 1,000 lines within one year, 15 cts.; 2,500 lines, 12 cts.; 5,000 lines, or more, 10 cts. a line. Reading notices, daily, 35 cts. a line; Sunday, 50 cts. Classified, 10 cts. a line.

See advertisement on page 536.

WOMAN'S NATIONAL WEEKLY—Every Saturday. Woman's National Publishing Co., publishers. Subscription, \$1; sworn average circulation for nine months ending April, 1914, 199,019* net; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, University City.

Advertising rates, agate, 50 cts. a line. Reading notices, 75 cts. a line. Classified, 5 cts. per word.

WORD AND WORKS—THE REV. IRL R. HICKS' MAGAZINE—Monthly (20th of month preceding). Domestic and Scientific. Established 1888. Word and Works Publishing Co., publishers. Subscription, \$1; guaranteed average circulation for year 1914, 30,000; 28 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices. Forms close 6th preceding month. Office, 3401 Franklin Avenue.

Advertising rates, agate, 30 cts. a line; full page, \$136; cover page, \$140. Classified, 2½ cts. per word.

SEDALIA—Population 17,822. Two railroads. Surrounded by an agricultural and stock raising district. Lead, zinc and coal in immediate vicinity. Industries include flour and woolen mills, meat and poultry packing houses, breweries, foundries, boiler works, mattress and shoe factories; also

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railroad shops of two large railway systems located here.

GARDEN AND FARM NEWS—Monthly (15th). Agricultural and Bee keeping. Established 1912. Garden and Farm News Co., publishers. Subscription, 25 cts.; claimed average circulation for years 1913, 60,000; 16 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close 25th of preceding month.

Advertising rates, 25 cts. a line.

PERRY'S MUSICAL MAGAZINE—Monthly (15th). Musical. Established 1882. A. W. Perry and Sons Music Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 3,500; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 306 Broadway.

Advertising rates, \$1 an inch with discounts on yearly contracts.

SPRINGFIELD—Population 35,201. Two railroad systems consisting of eight radiating lines. Shipping center of a most excellent agricultural district. All lines represented by wholesale houses. Industries include wagon factory, flour mills, planing mills, iron works, clothing, furniture, stave, broom and carriage, or two hundred factories in all. Also machine shops of St. Louis & San Francisco Ry., employing 2,500 men. Drury College, State Normal School, St. DeChantal and Loretto Academies are located here. Annual value of manufactured products, \$10,000,000.00. Bank clearings during 1913, \$41,130,186.04.

LEADER—Every evening except Sunday. **SUNDAY MORNING**. Democratic. Established 1867. H. S. Jewell, publisher. Subscription, daily, \$5.40; sworn detailed average circulation for year ending March, 1914, daily, and Sunday, 11,215* net; 8 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

MONTANA

ANACONDA—Population 10,134. B. A. & P. R. R. In the center of a farming and mining district and has the largest copper smelting and refining plant in the world.

STANDARD—Every morning including Sunday. Independent. Established 1889. Standard Publishing Co., publishers. Subscription, \$7; sworn detailed average circulation for year 1913, daily, 10,512*; Sunday, 15,549*; daily, 12 to 16 pages; Sunday, 24 to 40 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 4 cts. a

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Advertising rates, daily or Sunday, agate, 4 cts. a line; 1,000 lines, 3 cts.; 2,000 lines, 2 cts. Preferred position, 15 and 25% extra. Strictly mail order advertising, 2 cts. a line. Classified, 1c. a word, first insertion; ½c. each subsequent consecutive insertion. Reading notices (locals), 5 cts. a line; pure reading, 10 cts. a line; first page readers, 25 cts. a line.

OZARK COUNTRYMAN—Monthly (15th). Agricultural. Established 1913. H. S. Jewell publishers. Subscription 25 cts.; claimed average circulation for six months ending July, 1914, 14,500 net; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Forms close 12th.

Advertising rates, agate, 5 cts. a line; 1,000 lines or 12 times, 4 cts. a line. Classified 1c. per word.

OZARK MAGAZINE—Monthly (10th). Illustrated. Rural. Established 1912. H. A. and A. G. Marten, publishers. Subscription, \$1; claimed average circulation for 1913, 5,000; 68 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 28th of month preceding.

Advertising rates, \$2.10 an inch, inside front and back pages, \$40; back page, \$50; (two colors), \$65. Discounts, 5, 10, 15, 20, 25 or 30% on 2, 4, 6, 8, 10 or 12 insertions.

REPUBLICAN—Every morning except Monday. Republican. Established 1893. Springfield Missouri Republican Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 10,800; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; exceeding 2,000 lines, 2½ cts.; exceeding 3,000 lines, 2 cts. a line; preferred position, 10% extra. Reading notices, 10 cts. a count line. Classified, 1c. a word.

See advertisement on page 442.

line; two times or more a week three months or longer, 3½ cts.; six times a week six months or longer, or three times a week one year (156 times), 3 cts. a line; on yearly contracts, 3,500 lines, 3½ cts.; 7,000 lines or more, 3 cts. a line. For Sunday service, add ½c. a line. Preferred positions, specified pages, 15%; next to reading (minimum 28 lines deep), 10%; full position (minimum 42 lines deep), 25%; apart from other advertising, 100% additional. Reading notices, daily or Sunday, in body type, 50 cts. a line; minion run of paper, 25 cts. a line. Classified, daily or Sunday, 1c. per word or \$1.50 a line per month.

MONTANA

BILLINGS—Population 10,081. Located midway between St. Paul and the Coast on the Great Northern and Chicago, Burlington & Quincy and the Northern Pacific Railroad, in a thriving cattle raising and agricultural district. Is the supply point of Eastern Montana and Northern Wyoming. It is the center of one of the largest irrigated regions in the world and in the heart of an enormous newly developed rain farming district. The growing of sugar beets for an enormous sugar factory is one of the chief industries of the farming population. Other industries are sugar factories (third largest in America). Flour mill (600 barrel capacity), lumber mill, foundry, railroad shops, packing house, creamery and brick yards. Has Polytechnic Institute and Manual Training School, nine public schools and one accredited high school. Annual production, \$30,000,000.00. Bank clearings during 1913, \$23,149,940.73.

GAZETTE—Every morning except Monday, including SUNDAY. Republican. Established 1885. Gazette Printing Co., publishers. Subscription, \$7.00; claimed average circulation for 1913, 3,556; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, combination, 30 cts.; 250 in., 25 cts.; 500 in., 20 cts. an inch. Specified position, 15 or 25% extra. Composition, 5 cts. an inch extra. Readers, 10 cts. a count line. Classified, 2 cts. per word.

BUTTE—Population 39,165. Five railroads. Extensive mining interest; said to be the richest silver producing district in the world and to produce one-fifth the copper mined in the world; its mines and reduction works employ 18,000 men, with monthly pay rolls of \$1,500,000.00.

MINER—Every morning, including SUNDAY. Democratic. Established 1876. Butte Miner Co., publishers. Subscription, \$7.50; sworn detailed average circulation for six months ending March, 1914, daily, 8,565* net paid; Sunday 14,262* net paid; daily, 12 to 16 pages; Sunday, 24 to 48 pages; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, \$1 an inch; on yearly contract, 25 in., 75 cts.; 50 in., daily, 60 cts., Sunday, 67 cts.; 100 in., 50 or 57 cts.; 200 in., 47 or 54 cts.; 300 in., 45 or 52 cts.; 400 in., 43 or 50 cts.; 500 in. or more, 42 or 49 cts. an in.; for daily or Sunday respectively. Special positions, 10, 15 or 25% extra. Reading notices, 25 cts. a line, first insertion; 15 cts. subsequent insertions. Classified, 15 cts.; subsequent insertions, 10 cts. a line; \$1.50 a line per month.

POST—Every evening except Sunday. Independent. Established 1913. Inter Mountain Publishing Co., publishers. Subscription, \$5; sworn average circulation for six

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months, ending July, 1914, 11,731* net; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5½ cts. a line; 26 times or 1,400 lines, 5 cts.; 52 times or 2800 lines, 4½ cts.; 104 times or 4,200 lines, 4 cts.; 156 times or 7,000 lines, 3½ cts. a line. Preferred position, 10 and 20% extra. Reading notices, 20 cts. a count line first insertion; 15 cts. subsequent insertions. Classified 1c. a word.

See advertisement on page 442.

GREAT FALLS—Population 13,948. G. N. and C. M. & St. P. Railway systems. In the center of a great and rapidly developing agricultural district. Mining also carried on most extensively. Has abundant water power, and vast quantities of wool and stock are annually shipped. Industries include the largest copper smelting and refining plant in the world; iron foundry; mining machinery manufactory; flour mills and breweries.

TRIBUNE—Every morning including SUNDAY. Democratic. Established 1887. The Tribune (Inc.), publishers. Subscription, \$7; sworn average circulation for six months prior to April, 1914, 6,855* net paid; 10 to 20 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 75 cts. an inch; 25 in., on yearly contract, 50 cts.; 50 in., 40 cts.; 100 in., 30 cts.; 200 in., 27 cts.; 300 in., 26 cts.; 400 in., 25 cts.; 500 in., 24 cts.; 750 in., 23 cts.; 1,000 in., 22 cts. an inch. Special positions next to reading, 10%; full position, 20% extra. Composition, 5 to 7 cts. an inch extra. Reading notices, 15 cts. a line first insertion; 10 cts. a line subsequent insertions. Classified, 1c. a word, with discount on one week or longer.

HELENA—Population 12,515. Two railroads. Distributing center of an agricultural and mining territory; has very rich gold, silver and iron mines. Industries include quartz mills, breweries, brick, tile and sewer pipe works, cracker and biscuit plants, smelters and concentrators, flour and lumber mills. Bank clearings during 1913, \$57,180,435.00.

INDEPENDENT—Every morning including SUNDAY. Democratic. Established 1866. Independent Publishing Co., publishers. Subscription, \$4; sworn average circulation for first six months 1914, 5,360*; daily, 10 pages; Sunday, 24 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, agate, 56 cts. an inch; full position, 70 cts.; next to reading, 63 cts. an inch; 100 inches used within one year, 35, 49 or 42 cts. an inch respectively according to position. Reading notices, body type, 15 cts.; bold face, 25 cts. a count line. Classified, 15 cts. a line, first time; 10 cts. a line each subsequent consecutive insertion.

See advertisement on page 468.

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MONTANA RECORD—Every evening except Sunday and WEEKLY. Republican. Established 1900. The Montana Record Publishing Co., publishers. Subscription, daily, \$6; Weekly, \$1; sworn average circulation for six months prior to April, 1914, daily, 7,475* net paid; Weekly, claimed 5,000; 8 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily or Sunday, 70 cts. an inch; 100 in., 56 cts.; 300 in., 42 cts.; 600 in., 35 cts. Preferred position, 20% extra. Classified, 1c. a word. Pure reading notices, 30 cts.; local readers, 20 cts. a count line. WEEKLY, 50 cts. an inch; 100 in., 40 cts.; 500 in., 35 cts.; 1,000 in. or more, 30 cts. an inch. Pure reading notices, 20 cts.; local readers, 30 cts. a count line. Classified, 1c. per word.

See advertisement on page 442.

STOCKMAN AND FARMER—Semi-monthly. (1st and 15th). Agricultural. Established 1884. Charles H. Reifenrath, publisher. Subscription, \$1; sworn average circulation July 1, 1914, 25,000*; 16 to 32 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close five days in advance.

Advertising rates, 12½ cts. a line; 250 lines, 11½ cts.; 500 lines, 10 cts.; 1,000

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lines, 9 cts.; 15,000 lines or more, 8 cts. a line. Reading notices, 20 cts. a line.

MISSOULA—Population 12,869. Two railroads. Fruit growing and agricultural district; lumbering and mining also extensively engaged in. Seat of Montana State University. Total value of manufactured products for 1912, \$3,200,000.00. Bank clearings during 1912, \$10,000,000.00.

MISSOULIAN—Every morning including SUNDAY and SENTINEL, every evening except Sunday. Republican. Established 1873. Missoulian Publishing Co., publishers. Subscription, \$8; circulation—not given by publisher; daily, 10 to 16 pages; Sunday, 20 to 32 pages; 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, combined morning and evening, \$1 an inch, first insertion; 70 cts. an inch, subsequent insertions. Open space, within one year, 100 in., 56 cts. an inch; 200 in., 50 cts.; 300 in., 45 cts.; 400 in., 40 cts.; 500 in., 35 cts. an inch. SUNDAY, 56 cts. an inch, flat. Preferred position, 10 and 25% extra. Classified, 2 cts. per word. Reading notices, locals, 25 cts. a line; each subsequent insertion, 15 cts. a line; local brevities, 35 cts. a line, Bold face, double rate.

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HASTINGS—Population 9,338. Located 96 miles from Lincoln, on 5 railway systems; in the center of a thrifty agricultural and stock raising territory. Chief industries are harness, bottling and iron works; broom, candy, grainbin and cigar factories; brick plants; brewery; flour and planing mills. Also has two large cold storage plants. Seat of Hastings College (Presbyterian). Also has a good Business College. Annual value of manufactured products, \$1,500,000.00. Bank clearings for 1913, \$10,163,649.93.

TRIBUNE—Every evening except Sunday. Republican. Established, daily, 1905. Weekly, 1886. Adam Breede, editor and publisher. Subscription, daily, \$5; Weekly, \$1; sworn average circulation for six months prior to April, 1914, 5,640* net paid; 6 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 20 cts. an inch, flat. Reading notices, 10 cts. a line for first insertion and 5 cts. a line for each additional insertion. Classified, 1c. per word.

HEMINGFORD—Population 272. On C., B. & Q. R. R. Agricultural and stock raising being the principal industries, also has flour and feed mill.

PRAIRIE FARM GUIDE—Every Saturday. Agricultural and Ideal. Established 1913. Prairie Farm Guide Co., publishers. Subscription, \$1; claimed average circulation for six months ending June 30, 1914, 7,000; 4 to 16 pages, 4 columns; length of columns, 17½ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch. Classified, 2 cts. per word.

LINCOLN—Population 43,973. Five railroads. Has extensive jobbing trade and is an important retail center. Very large grain shipments. Industries include gasoline engine, brick and tile works, machine shops, publishing houses, flour mills; harness, copper cable lightning rod, furniture and wood working factories; packing houses and creameries. State Capital Building, State Insane Asylum and State Prison located here. Also the seat of the University of Nebraska, Cotner and Wesleyan Universities, Union College and Nebraska Military Academy. Bank clearing for 1913, \$99,422,708.00. Total value of manufactured products for 1913, \$15,110,000.00. Wholesale business for 1913, \$35,105,000.00.

AMERICAN HOMESTEAD—Monthly. Agricultural. Established 1883. Charles W. Bryan,

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publisher. Subscription, 25 cts.; claimed average circulation for year 1913, 35,000; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 28th preceding month. Can use matrices.

Advertising rates, agate, 20 cts. a line.

AMERICAN POULTRYMAN—Monthly. Poultry. Established 1894. American Poultryman Co., publishers. Subscription, 50 cts.; sworn average circulation for six months ending April, 1914, 30,000*; 20 to 104 pages; 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th to 20th preceding month.

Advertising rates, \$3.60 an inch; 10 in., \$3.24; 15 in., \$3.06; full page, \$2.88 an inch, with discount of 10, 15, 20 and 33¼% on 4, 8, 9 or 12 month contracts.

CAMPBELL'S SCIENTIFIC FARMER—Monthly. Agricultural. Established 1907. The Campbell Soil Culture Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 30,040 net paid; 32 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 20th preceding month.

Advertising rates, agate, 20 cts. a line; full page, \$78; ½ page, \$40; ¼ page, \$21. Discounts on six and twelve month contracts, 5 and 10% respectively. Reading notices, 25 cts. a count line. Classified, 4 cts. per word.

COMMONER—Second week of each month. Democratic. Agricultural. Established 1901. William J. Bryan, editor. Chas. W. Bryan, publisher. Subscription, \$1; circulation, guaranteed for 1914-15, 100,000; 32 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Forms close second Monday of each month.

Advertising rates, agate, 35 cts. a line, flat.

DEUTSCH-AMERICAN FARMER—Every Wednesday. German. Agricultural. Established 1888. Press Publishing Co., publishers. Subscription, \$1; sworn average circulation for year 1913, 131,315*; 16 to 24 pages, 4 columns; length of columns, 13¼ in. Can use matrices.

Advertising rates, agate, 35 cts. a line. Special position 5 or 15 cts. a line additional. Reading notices, 6 point, 60 cts. a line; brevier, 80 cts. a line; long primer, \$1 a count line. Classified, 40 cts a count line.

See advertisement on page 545.

FREIE PRESSE—Every Wednesday. German. Non-Partisan. Established 1884. Press Publishing Co., publishers. Subscription, 85 cts.; sworn average circulation for year 1913, 131,428*; 8 to 12 pages, 7 columns; length of columns, 19 5/7 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 35 cts. a line. Special positions, 5 or 15 cts. a line additional. Reading notices, 6 point (about 7 words to the line), 60 cts. a line; brevier, 80 cts.

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a line; long primer, \$1 a line. Classified, 40 cts. per count line.

See advertisement on page 545.

INDEPENDENT FARMER—Every Thursday. Agricultural and Stock. Established 1889. State Journal Co., publishers. Subscription, 25 cts.; claimed average circulation for year 1913, 35,000; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close Saturday preceding.

Advertising rates, agate, 15 cts. a line, flat. Classified, 2 cts. per word. Reading notices, 25 cts. a count line.

See advertisement on page 526.

NEBRASKA ECHO—Every Friday. German. Independent. Established 1900. Chr. Kuhl, publisher. Subscription, \$1; claimed average circulation for year 1913, 8,700; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch.

NEBRASKA FARMER—Every Wednesday. Agricultural. Established 1859. S. R. McKelvie, publisher. Sworn average circulation for year 1913, exceeding 50,000; 24 to 48 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close one week in advance.

Advertising rates, agate, 30 cts. a line. For combination rate, see Associated Farm Papers. Classified, 3 cts. per word.

NEBRASKA STATE DEMOCRAT—Every Saturday. Democratic. Established 1888. Democrat Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, one month, \$2 an inch; three months, \$5.40; six months, \$10.20; nine months, \$14.40; one year, \$18. Local readers, 5 cts. a line.

NEBRASKA TEACHER—Monthly. Educational. Established 1873. George L. Towne and W. K. Fowler, editors and publishers. Subscription, \$1.25; circulation—not given by publisher; 48 pages, 2 columns; length of columns, 8 in.; width, 3 in. Can use matrices. Forms close 20th preceding month.

Advertising rates, \$1.50 an inch; full page, \$20; ½, ¼ or ⅓ page, pro rata.

NEBRASKA WORKER—Monthly (5th). Socialist. Established 1910. Enterprise Publishing Co., publishers. Subscription, 50 cts. Sworn average circulation for year 1913, 9,583* net paid; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Forms close 25th of month preceding. Office, 2226 R. Street.

Advertising rates, 40 cts. an inch, flat.

See advertisement on page 510.

NEWS—Every evening except Sunday. See State Journal.

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POULTRY TOPICS—Monthly. Poultry. Established 1890. State Journal Co., publishers. Subscription, 25 cts.; claimed average circulation for year 1913, 27,000; 16 to 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 20th preceding month.

Advertising rates, 20 cts. a line; 1,000 lines or more within one year, or not less than 7 lines in any one issue for twelve consecutive times, 15 cts. a line.

STAR—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established 1902. Star Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$1; sworn average circulation for year 1913 (not including Sunday), 25,620*; 12 to 36 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 5 cts. a line; 1,000 lines or more, 4 cts. a line; full position, 25% extra. Classified, 1c. a word. Liquor advertising, 7 cts. a line, flat. Reading notices, 25 cts. two count lines.

STATE JOURNAL—Every morning including **SUNDAY MORNING**, and **EVENING NEWS**, every evening except Sunday. Republican. Established 1870. State Journal Co., publishers. Subscription, Journal, \$5; News \$3; sworn average combined circulation for year 1913, 34,156*; Sunday, 15,773; 10 to 12 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, covering both editions, or Sunday including Saturday Evening News, 5 cts. a line; next reading, 5½ cts.; full position, 6 cts. a line, flat. Classified, in Sunday or daily Journal and News, 1c. a word.

NEBRASKA CITY—Population 5,488. On Missouri River and two railway systems. Industries include metropolitan retail stores, large wholesale houses, extensive pork packing houses, stock yards, canneries; implement, shirt, overall, Easter, windmill and cigar factories; cereal, flouring and alfalfa mills; bottling, vinegar and starch works; brick plant; packing houses. Fruit, corn and other agricultural products are raised in abundance in surrounding territory. State Institute for the Blind is located here. Annual value of manufactured and agriculture products, \$82,765,000. Bank clearings during 1913, \$5,167,000.

NEWS—Every evening except Sunday, and **WEEKLY** (in two parts, Tuesday and Friday). Democratic. Established 1854. News Co., publishers. Subscription, daily,

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\$5.20; weekly, \$1.50; sworn average circulation for year 1913, daily, 2,213*; weekly, 5,362*; daily and weekly, 4 to 6 pages, 7 columns; length of columns, 22 in.; width, 2½ in.; weekly, 4 pages, 8 columns; length of columns, 24 in.; width, 2½ in. Can not use matrices.

Advertising rates, daily, 10 cts.; weekly, 20 cts. an inch. Special position, 10 or 20% extra. Composition, 5 cts. an inch additional. Locals, daily, 5 cts.; weekly, 8 cts. a line. Classified, daily ½c.; weekly, 2 cts. per word.

NORFOLK—Population 6,025. Two railroads. Center of an excellent agricultural region, devoted largely to sugar beet and grain growing; stock raising also indulged in. Industries include railroad shops, brick yards, flour and cereal mills, foundry and machine shops, nurseries, threshing machines, concrete block, pickle, bottling, candy and beet sugar factories and creamery. Annual value of manufactured and agricultural products, \$11,500,000.00. Bank clearings during 1913, \$14,270,000.00.

CARLSON'S RURAL REVIEW—Monthly (25th). Stock Raising, Agricultural. Established 1910. The Carlson Review Co., publishers. Subscription, \$1; claimed average circulation for 1913, 31,896; 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 12th. Advertising rates, 20 cts a line, flat.

NEWS—Every evening except Sunday. Republican. Established 1877. The Huse Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for 1913, 9,415* net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 2½ cts. a line; 2,800 lines or more, within one year, 2 cts. a line. Full position, 25% or next reading, 15% extra. Classified, 1c. per word.

OMAHA—Population 124,096. On Missouri River and eight trunk line railroads operating 21 distinct branches which tap extensive agricultural sections of Nebraska, Iowa, South Dakota, Kansas, Wyoming, Colorado and Montana. Jobbing center of a most extensive section and largest city in population, as well as in manufacturing, in the state. Industries include linseed oil works, distilleries and breweries, machine shops, white lead factories, foundries, silver smelting works and brick yards. An output of \$105,819,382.00 during 1913, on packing house products. An output of 26,241,000 lbs. on creamery products during year 1913. Bank clearings for 1913, \$908,947,660.00. Total value of manufactured products for 1913, \$193,385,671.00.

Viewed strictly from a "copy" standpoint, the advertising pages of this book may give you an idea well worth the time spent in reading them.

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BEE—Every morning including SUNDAY, and every evening except Sunday. Established 1871. The Bee Publishing Co., publishers. Subscription, daily and Sunday, \$6; sworn detailed average circulation for nine months ending April 30, 1914, daily, 52,379*; Sunday, 43,212*; daily, 8 to 20 pages, Sunday, 40 to 72 pages; daily and Sunday, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 7 cts. a line, flat; next to reading, 7½ cts.; full position, 8 cts. a line. Classified, 2 cts. per word, first time, 1½ cts. per word for each subsequent consecutive insertion. Reading notices, minion, 40 cts. a line; by the month, \$7.50 a line.

CESKO-AMERICKY VENKOV—Semi-Monthly (1st and 15th). Bohemian. Agricultural. Established 1910. Pokrok Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 16,750*; 36 to 48 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Cannot use matrices. Office, 1417-19 South 13th Street.

Advertising rates, agate, 6 cts. a line. Reading notices, 15 cts. a line. Classified, 2 cts. per word.

DANSKE PIONEER—Every Thursday. Danish. Established 1872. Sophus F. Nebel Publishing Co., publishers. Subscription, \$2.25; claimed average circulation for year 1913, 39,824; 12 to 16 pages, 8 columns; length of columns, 23 in.; width, 2½ in. Can use matrices. Office, Nebel Building.

Advertising rates, agate, 84 cts.; special position, 98 cts. an inch; reading notices and display appearing among reading notices, \$2.10 an inch.

HOSPODAR—Every other Wednesday. Bohemian. Agricultural. Established 1891. National Printing Co., publishers. Subscription, \$1; sworn detailed average circulation for year 1913, 31,072*; 32 to 40 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Office, 509-511 S. 12th Street.

Advertising rates, \$1.40 an inch. Reading notices, 25 cts. a count line. Classified, 2 cts. per word.

MONTHLY TIDINGS—Monthly. Fraternal. Established 1895. Woodmen Circle, publishers. Subscription, 50 cts.; guaranteed circulation for year 1914-15, 150,000; 16 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Office, W. O. W. Building.

Advertising rates, agate, 60 cts. a line. Reading notices, \$1 an inch.

See advertisement on page 527.

MOTORIST—Monthly. Automobiles and Aeronautics. Established 1909. The Motorist Publishing Co., publishers. Subscription,

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\$1.50; claimed average paid circulation for year 1913, 13,207; 76 pages, 3 columns; length of columns, 11½ in.; width, 3 in. Forms close 20th preceding month. Office, Bee Building.

Advertising rates, 25 cts. a line. Classified, same rate; 12 issues, \$2.50; ¼ page (17 lines), \$5.70; ½ page, \$10.80; ¾ page, \$20.57; ½ page, \$38.56; one page, \$72.45, with discounts on 3, 6 and 12 insertions.

NEBRASKA FARM JOURNAL—Semi-Monthly (1st and 15th). Agricultural. Established 1896. Arthur Capper, publisher. Subscription, 50 cts.; sworn detailed average circulation for year 1913, 101,265*; 16 to 40 pages, 4 columns; length of columns, 13 3/4 in.; width, 2½ in. Can use matrices. Office, Chamber of Commerce Building.

Advertising rates, agate, 40 cts. a line; full position, 10% extra; one page, \$240; back cover, \$265. Reading notices, 80 cts. a line. Classified, 5 cts. per word.

See advertisement on colored insert between pages 476 and 477.

NEWS—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1899. The Daily News Publishing Co., publishers. Subscription, daily and Sunday, \$3; sworn detailed average circulation for six months ending June, 1914, 73,936* net paid; Sunday, 45,543* net paid; daily, 10 to 24 pages; Sunday, 40 pages or more; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 17th and Jackson Streets.

Advertising rates, agate, 9 cts. a line; with position, 10 cts. a line, flat. Classified, 1½ cts. per word; \$1.80 a line per month. Reading notices, 50 cts. a count line.

OSVETA AMERICKA—Bohemian. Illustrated National Weekly. Every Wednesday. National Printing Company, publishers. Sworn detailed average circulation for year 1913, 25,897*; 24 pages, 5 columns; length of columns, 16 in.; width, 2½ in. Office, 509-511 S. 12th Street.

Advertising rates, 80 cts. an inch. Reading notices, 15 cts. a count line.

POKROK ZAPADU; CRETESKY POKROK, Crete, Neb.; **KANSASKY POKROK**, Wilson, Kans.; **POKROK**, Schuyler, Neb.; **DAKOTSKY POKROK**, Tyndall, S. Dak.; **IOWASKY POKROK**, Cedar Rapids, Ia.; **MINNSOTSKY POKROK**, St. Paul-Minneapolis, Minn.—Every Tuesday. Bohemian. Established 1871. Pokrok Publishing Co., publishers. Subscription, for either edition, \$1.50; sworn detailed average circulation for year 1913, Pokrok Zapadu, 16,512*; all editions combined, 25,207*; 12 to 16 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 1417 South 13th Street.

Advertising rates, agate, Pokrok Zapadu, 56 cts. an inch; in combination with the six

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other editions, \$1.20 an inch, flat. Either of the other editions, 28 cts. an inch, flat. Reading notices in Pokrok Zapadu or either of the other editions, 15 cts. a line. Classified, 1c. per word.

POSTEN—Every Wednesday. Swedish. Established 1886. Omaha Posten Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, exceeding 15,000; 12 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 1505 Howard Street.

Advertising rates, 50 cts. an inch. Preferred position, 20% extra. Reading notices, 15 cts. a line. Classified, 1c. per word.

RURAL WEEKLY—Every Thursday. Agricultural. Mail Order. Established 1911. L. V. Ashbough, publisher. Subscription, 25 cts.; sworn detailed average circulation for six months ending June 1914, 62,768*; 8 pages, 7 columns; length of columns 20 in.; width, 2½ in. Can use matrices. Office 17th and Jackson Streets.

Advertising rates, 15 cts. a line; in position, 20 cts. a line, flat. Reading notices, 50 cts. a count line. Classified 10 cts. a line.

SOVEREIGN VISITOR—Monthly. Fraternal. Established 1890. Woodmen of The World, publishers. Subscription, \$1; detailed average circulation August, 1914, 784,918* net; 24 pages, 4 columns; length of columns, 13½ in.; width, 2¾ in. Forms close 10th of preceding month. Office, Woodmen of The World Building.

Advertising rates, \$2 a line.

TRIBUNE—Daily and WEEKLY (Thursday). German. Independent. Established 1882. Tribune Publishing Co., publishers. Subscription, daily, \$5.20; weekly, \$1.50; claimed average circulation for year 1913, 9,200; weekly, 11,600; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 1311 Howard Street.

Advertising rates, daily or weekly, 50 cts. an inch; on yearly contracts, 250 in., daily, 45 cts.; 500 in., daily, 42 cts., weekly, 45 cts.; 1,000 in., daily, 40 cts., weekly, 42 cts.; 2,000 in., daily, 38 cts., weekly, 40 cts. an inch. Reading notices, 15 cts. a line; special position on front page, 30 cts. a line.

TRUE VOICE—Every Friday. Catholic. Established 1903. True Voice Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 5,860, 00 pages, 7 columns, length of columns 20 in.; width 2½ in. Can use matrices. Office 11 Barker Block.

Advertising rates, 50 cts. an inch; on contract, 40 cts. an inch. Reading notices, brevier, 15 cts. a line.

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TWENTIETH CENTURY FARMER—Every Saturday. Agricultural. Established 1900. The Bee Publishing Co., publishers. Subscription, \$1; sworn average detailed circulation for year 1913, 106,391*; 24 to 48 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close Friday preceding. Can use matrices. Office, Bee Building.

Advertising rates, agate, 50 cts. a line, flat. Classified, 5 cts. per word. Reading notices, \$1 a brevier line.

See advertisement on page 444.

WORLD-HERALD—Every morning including SUNDAY, every evening except Sunday. Independent. Established 1865. World Publishing Co., publishers. Subscription, daily and Sunday, \$5; sworn average circulation for first three months 1914, daily, 58,454* net; Sunday, 45,029*; daily, 8 to 18 pages; Sunday, 48 to 64 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 1412 Farnam Street.

Advertising rates, agate, daily, 8 cts. a line; Sunday, 7 cts. a line; position, next reading, ½c.; full position, 1c.; top of or special page, 1½ cts. a line extra. Reading notices, 50 cts. a line; telegraphic or local news readers, \$1 a line. Classified, 2 cts. per word; two or more consecutive insertions, 1½ cts. per word.

SOUTH OMAHA—Population 26,259. Located 4 miles from Omaha, on ten railroads. Has six independent packing houses. Second largest live stock market in the world. Has electric light and gas plants, schools and churches. Also has a brewery capitalized at \$100,000.00 and six banks with a combined capital and surplus of \$2,092,000.00. Annual value of meat packing and other industries, over \$100,000,000.00.

DROVERS' JOURNAL-STOCKMAN—Every evening except Sunday. Live Stock and Farm. Established 1888. Journal-Stockman Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April 1914, 18,576* net paid; 4 to 12 pages, 7 columns; length of columns, 21 5/7 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; on yearly contract, 1,000 lines, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines, 3 cts. a line. Classified, 7 cts. a count line. Reading notices, 10 cts. a count line; first page, 25 cts. In combination with Kansas City, Mo., Drovers' Telegram, and East St. Louis National Live Stock Reporter, display, 14 cts. a line; 1,000 lines, 13 cts.; 5,000 lines, 12 cts.; 10,000 lines, 11 cts. a line.

SUPERIOR—Population 2,106. Four railroads. In the center of fine agricultural region. Industries include cement, cigar, plow, ice cream and candy factories; flour and other milling interests. Largest horse

NEBRASKA

and mule market in the state. Next to Omaha in grain and transfer elevators. Annual value of manufactured products, \$2,000,000.00.

PHILATELIC WEST AND COLLECTORS WORLD—Monthly. Philatehc. All Hobbies. Established 1895. L. T. Brodstone publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 5,000; 100 pages or more, 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, 18 cts. a line. Exchange or trade columns, 3 cts. per word.

NEBRASKA

UNIVERSITY PLACE—Population 3,200. Suburb of Lincoln. On Chic., Burl. & Quin. and Chic., R. I. & Pac. Railway systems. Nebraska Wesleyan University located here.

UNION WORKER—Monthly (1st). Temperance. Established 0000. Mrs. A. M. Bunting, editor and publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 6,500; 8 pages, 3 columns; length of columns, 13 in.; width, 3 in. Can use matrices. Forms close 14th of month preceding.

Advertising rates, 50 cts. an inch.

NEVADA

RENO—Population 10,867. Three railroads. Jobbing and distributing center of a very wide territory. Seat of State University of Nevada. Bank clearings for 1913, \$14,975,008.93. Post-Office receipts during 1913, \$58,826.03.

GAZETTE—Every evening except Sunday. Republican. Established 1876. Reno Gazette Publishing Co., publishers. Subscription, \$7.80 by carrier; \$6 by mail; sworn average circulation for year ending April, 1914, 3,828* net paid; 8 to 22 pages, 7 columns; length of columns, 20¾ in.; width, 2¾ in.

Advertising rates, 60 cts. an inch; one week, 35 cts.; one month, 32½ cts.; three months, 30 cts.; six months, 27½ cts.; one year, 25 cts. an inch. Preferred position, 15 and 25% extra. Classified, 1c per word.

Reading notices, 20 cts. a line; pure readers, 50 cts.; telegraphic readers, \$1 a line.

STATE JOURNAL—Every morning. Democratic. Established 1870. Nevada State Journal (Inc.), publishers. Subscription, \$6; sworn average circulation for six months prior to April, 1914, 4,736* net paid; daily, 8 pages; Sunday, 10 to 16 pages, 7 columns; length of columns, 20½ in.; width 2½ in.

Advertising rates, 42½ cts. an inch; 51 in., 40 cts.; 101 in., 37½ cts.; 501 in., 32½ cts.; 1,001 in. or more, 30 cts. an inch. Reading notices, minion, 20 cts. a count line; starred agate, 10 cts. a line for first insertion; subsequent insertions, ½ above rates. Classified, 1c. a word first insertion; ½c. a word each subsequent insertion.

NEW HAMPSHIRE

CONCORD—Population 21,497. Fine granite quarried in the vicinity. Has abundant water power. Manufactures cotton, woollens, silverware, electrical apparatus, machinery, belting, harness, insulated wire, boxes, axles, flour, carriages, wagons and bathroom furniture. State House, State and Public Libraries and State Lunatic Asylum, also Boston and Maine R. R. repair shops located here.

INDEPENDENT STATESMAN—Semi-weekly (Monday and Thursday). Republican. Established 1823. Wm. D. Chandler, publisher. Subscription, \$1.25; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 1 inch, one time, 75 cts.; one month, \$3; three months, \$9; six months, \$16; one year, \$28. Discount on 5 in. and upward, 15 to 33½%. Business notices, 10 cts. a line.

MANCHESTER—Population 70,063. On Merrimac River and Boston and Maine R. R. Has fine water power. Has largest cotton mills in the world, also woolen and paper mills, iron works, shoe and cigar factories, hosiery mills and locomotive works. Annual value of manufactured products, \$49,500,000.00.

CANADO-AMERICAN (Le)—Every Monday. French-Canadian. Fraternal. Established 1899. Association Canado-Americain, publishers. Subscription, \$1; claimed average

NEW HAMPSHIRE

circulation for year 1913, 16,200; 4 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; 100 in., 22½ cts.; 250 in., 21¼ cts.; 500 in., 20 cts.

MIRROR AND AMERICAN—Every evening except Sunday, and **MIRROR AND FARMER**, Thursdays. Republican. Established 1850. John B. Clarke Co., publishers. Subscription, daily, \$6; weekly, 50 cts.; sworn average circulation for six months prior to April 1914, daily, 4,615* net paid; weekly 0,000; daily and weekly, 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily, agate, \$1. an inch; 25 in. within one year, 75 cts.; 50 in., 50 cts.; 100 in., 40 cts.; 200 in., 37½ cts.; 300 in., 35 cts.; 400 in., 33 cts.; 500 in., 30 cts.; 600 in., 29 cts.; 700 in., 28 cts.; 800 in., 27 cts.; 900 in., 26 cts.; 1,000 in., 25 cts.; 2,000 in., 24 cts.; 3,000 in., 23 cts.; 4,000 in., 22 cts.; 5,000 in., 20 cts. an inch. Position, 10, 25, 33¼% or 50% extra. Reading notices, minion, 40 cts. a line; 100 lines, 35 cts.; 250 lines, 30 cts.; 500 lines, 25 cts.; 1,000 lines or more, 20 cts. a count line. Classified, ½c. per word. Weekly, display, 10 cts. a line; 2,500 lines, 9 cts.; 5,000 lines, 8 cts. a line. Minion readers, 30 cts. a line; nonpareil, 25 cts.

UNION LEADER—Morning and evening, except Sunday. Independent. Established 1863. The Union-Leader Publishing Co., publishers. Subscription, morning, \$5; evening, \$8; sworn combined circulation for year ending June 1914, detailed average, 27,032*; 10 to 24 pages, 7 columns; length of columns, 22 in.; width, 2¾ in. Can use matrices. Office, Union-Leader Building, 48 Hanover Street.

Advertising rates, 10 cts. a line; 1,000 lines, 9 cts.; 2,000 lines, 8 cts.; 3,000 lines, 7 cts.; 4,000 lines, 6 cts.; 5,000 lines, 5½ cts.; 10,000 lines, 5 cts. a line. Reading notices, 30 cts. a line. Classified, 1c. a word; displayed, 7 cts. a line.

NASHUA—Population 26,005. Located at the junction of the Nashua and Merrimac

NEW HAMPSHIRE

Rivers, on Boston and Maine Railroad, two divisions or six radiating line. Has abundant water power. The principal industries are frog and switch shop, cotton mills, iron, steam engine, novelty, door, sash and blind works; refrigerator, furniture, spring-bed, hot air and ventilating register, paper machinery, freezer, cotton, card, shoe wood box, and glazed paper factories. Annual payroll of the various enterprises, \$4,000,000.00. Annual value of manufactured products, \$20,500,000.00.

TELEGRAPH—Every evening except Sunday. Republican. Established 1832. Telegraph Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending June 30, 1914, 5,200; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can not use matrices.

Advertising rates, 40 cts. an inch; on contract, 50 in., 35 cts.; 100 in., 30 cts.; 250 in., 28 cts.; 500 in., 25 cts.; 750 in., 18 cts.; 1,000 in., 15 cts. an inch. Preferred position, 15% extra. First page, double card rate. Last page, ¾ additional. Composition, \$1 an hour for time consumed. Readers, last page, 10 cts.; black face, 15 cts. a line; inside pages, 5 cts. a line. Classified, 3 lines three times, 25 cts.

PORTSMOUTH—Population 11,269. On Piscataqua River, (two miles from Atlantic Ocean) and Boston and Maine Railroad. Has fine harbor and the commercial center of the State. Industries include Navy Yard and brewery interest; shoe and button factories; leather and twist drill works; foundries; oil and rendering plant.

RAILWAY POST OFFICE—Monthly (1st). Postal. Established 1902. Railway Mail Association, publishers. Subscription, 25 cts; circulation—not given by publisher; 40 pages, 3 columns, length of columns, 5½ in.; width, 2½ in. Can not use matrices. Forms close 14th of month preceding.

Advertising rates, one inch, one time, \$1; three times, \$2.50; twelve times, \$9; full page one time, \$25; three times, \$62.50; twelve times, \$225; one half page pro rata.



NEW JERSEY

ASBURY PARK—Population 10,150. On Atlantic Ocean. Noted as sea side summer resort. Industries include mill work; paper box, clothing, underwear and sleeping garment manufactures.

PRESS—Every evening except Sunday, and **SUNDAY MORNING**. Independent Democratic. Established 1879. J. Lyle Kinmonth, publisher. Subscription, daily, \$5; Sunday, \$1.50; sworn average circulation, for six months prior to April 1914, 6,938* net paid; daily, 12 to 24 pages; Sunday, 16 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 25 cts. an inch; 50 in., 23 cts.; 100 in., 22 cts.; 200 in., 21 cts.; 300 in., 20 cts.; 400 in., 19 cts.; 500 in. or more, 8 cts. an inch. Composition, 5 cts. an inch extra; full position (minimum 28 lines), 25% extra. Classified, 1c. a word. Reading notices, 10 cts. a count line.

ATLANTIC CITY—Population 46,150. On Atlantic Ocean and three railroads. Enjoys excellent reputation of summer and winter resort. Manufactures unimportant.

PRESS—Every morning except Sunday, and **EVENING UNION**. Republican. Established 1895. Press-Union Company, publisher. Subscription, morning or evening, \$3; sworn average circulation for year 1913, combined, 14,203*; 10 to 16 pages, 8 columns; length of columns, 20½ in.; width, 2¼ in.

Advertising rates, agate, covering both the Press and Union, 5 cts. a line. Open space, within one year, 1,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines, 3½ cts.; 10,000 lines or more, 3 cts. a line. Preferred position, 10 and 25% extra. Classified, 1c. a word. Reading notices, inside pages, 25 cts. a line; first page and telegraphic readers, 50 cts. a line.

See advertisement on page 524.

REVIEW—Every morning except Sunday. Independent. Established 1872. Review Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to October, 1913, 7,048* net paid; 8 to 32 pages, 7 columns; length of columns, 21 in.; width, 2¼ in.

Advertising rates, 3 cts. a line; 2000 lines, on yearly contract, 2½ cts.; 3,000 lines, 2 cts. a line. Special position 10 or 25% extra. Reading notices, 15 cts. a line. Classified, 1c. per word.

SUNDAY GAZETTE—Every Sunday. Republican. Established 1890. Harry E. Smith, publisher. Subscription, \$1; claimed average circulation for first six months 1914, 5,560; 24 pages, 7 columns; length of col-

umns, 20 in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 40 cts. an inch; one month, 35 cts.; three months or 100 in., 30 cts.; six months, 27½ cts.; one year or 250 in., 25 cts.; 500 in., 22½ cts.; 1,000 in. or more, 20 cts. an inch. Reading notices, 15 cts. first insertion; 10 cts. a line for subsequent insertions; first page, 25 cts. a line. Classified, 1c. per word.

UNION. Evening edition of Press, which see. Also

See advertisement on page 524.

BRIDGETON—Population 14,209. Two railroads. Surrounded by agricultural district. Industries include carriage and machine shops, canneries, iron and glass works.

NEWS—Every evening except Sunday. Republican. Established 1879. Evening News Co. (Inc.), publishers. Subscription, \$3; sworn average circulation for year ending April, 1914, 5,357* net paid; 6 and 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in.

Advertising rates, 35 cts. an inch; 25 in., 25 cts.; 100 in., 20 cts.; 250 in., 18 cts.; 500 in. or more, 15 cts. an inch. Composition, 5 cts. an inch extra. Classified, 1c. a word. Reading notices, 5 cts. a line.

BURLINGTON—Population 8,336. Port of entry. On Delaware River and the Pennsylvania Railroad. Shipping point of garden, orchard and dairy products to Philadelphia.

ENTERPRISE—Every evening except Sunday. Republican. Established 1884. Enterprise Co., publishers. Subscription, \$3; claimed average circulation for year ending April 1914, 5,066* net paid; 6 to 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in.

Advertising rates, first insertion, 50 cts. an inch; subsequent insertions, 25 cts.; 100 in. in one year, 18 cts.; 250 in., 15 cts.; 500 in., 13½ cts.; 750 in., 12 cts.; 1,000 in., 10 cts. an inch. Composition, 5 cts. an inch additional. Special position, 10 or 25% extra. Reading notices, 10 cts. a line, first insertion; subsequent insertions, 5 cts. per line.

BUTLER—Population 2,265. On N. Y. Susq. & Western Railroad. A noted health resort. Industries include paper and rubber mills. Annual value of manufactured products, \$2,500,000.00. Bank clearings for year 1913, \$2,000,000.00.

HAUSDOKTOR—Monthly. German. Medical. Established 1890. Benedict Lust, M.

NEW JERSEY

D., editor. Subscription, \$1; claimed average circulation for year 1913, 15,000; 48 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, ⅓ page, one time, \$3; ½ page, one time, \$5.50; ¾ page, \$10; 1 page, \$18; one page, \$30.

CAMDEN—Population 94,538. Fourth largest city in the state. Opposite Philadelphia, Pa., on Delaware River and three railroads. Has a number of large ship yards and extensively engaged in commerce. Industries include large steel pen works, plants for the production of fertilizers, chemicals, dyes, paints, glass, morocco and varnish; also woolen and cotton mills, iron foundries, as well as large trade in shoes, shawls, laces, oil cloths, talking machines, wall paper, machinery, canned soups and matches, or more than 100 manufacturing industries of various kinds, employing upwards of fifty thousand people. Annual expenditure of \$2,000,000.00 for maintenance and operation of city government. Assessed valuation of property, real and personal, is about \$37,000,000.00. Annual value of manufactured products, \$50,000,000.00.

COURIER—Every evening except Sunday. Independent Republican. Established 1882. The Courier Co., publishers. Subscription, \$3; sworn average circulation for nine months ending April, 1914, 10,820* net paid; 12 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, transient, 10 cts. per line; one month, 4 cts.; three months, 3½ cts.; e. o. d., 4 cts.; six months, 3 cts.; e. o. d., 3½ cts.; one year, 2 cts.; e. o. d., 2½ cts. a line, per time; 1,000 lines within one year, 3 cts.; 2,500 lines, 2½ cts.; 5,000 lines, 2 cts. a line. Special position, 25% extra. Reading notices, 15 cts. a line; other than first page, three months, 10 cts.; one year, 5 cts. a line. Classified, 10 cts. a line; one week, 5 cts. a line, per time.

MUSICAL ENTERPRISE (The)—Monthly (15th). Musical. Established 1888. W. M. Kain, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 7,000; 24 pages, 5 columns; length of columns, 16 in.; width, 2½ in. Can not use matrices. Forms close 1st of month. Office, 717-19 Federal Street.

Advertising rates, \$1.25 an inch, with discounts for time and space.

POST-TELEGRAM—Every evening except Sunday. Republican. Established 1875. Post-Telegram Co., publishers. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 11,507* net paid; 10 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 350 lines, within one year, 9 cts.; 700 lines,

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7 cts.; 1,400 lines, 5 cts.; 2,800 lines, 4 cts.; 4,200 lines, 3 cts.; 7,000 lines, 2½ cts.; 14,000 lines, 2 cts. a line. Preferred position, 10 and 20% extra. Classified, 1c. a word.

DOVER—Population 7,468. Located on Morris Canal, Del. Lack. West. & Central R. R. of N. J. Railway Systems. Industries are rolling, silk and knitting mills; railroad car and overall factories; furnace and range works.

INDEX—Every Friday Democratic. Established 1875. Francis F. Hummel editor and publisher. Subscription \$1. sworn average circulation for year 1913, 5,116*; 10 pages, 8 columns; length of columns 24 in.; width, 2½ in. Can not use matrices.

Advertising rates, 17 cts. an inch. Composition 3 cts. an inch additional.

ELIZABETH—Population 73,409. On two railroads, twelve miles from New York. Handles large quantities of anthracite coal and also manufactures mill machinery, edge tools, harness, iron castings, oil cloth, pottery, hardware, saws, sewing machines, gas heating machinery, bronze powders, artificial stone products, wire and cables, creosoting and disinfecting products, carbonic acid gas, art goods and calendars, electric fans, motors and supplies, roofing materials and chemicals. Annual value of manufactured products, \$29,447,000.00. Bank clearings during 1913, \$37,034,548.00.

JOURNAL—Every evening except Sunday. Republican. Established 1871. Aug. S. Crane, publisher. Subscription, \$6; sworn detailed average circulation for year ending April, 1914, 13,416* net paid; 12 to 36 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 in., 75 cts. an inch; 35 in., 60 cts. an inch; 50 in., 55 cts.; 75 in., 50 cts.; 100 in., 45 cts.; 200 in., 40 cts.; 300 in., 38 cts.; 400 in., 36 cts.; 500 in. or more, 35 cts. an inch. A discount of 5 cts. an inch is allowed when plates of entire advertisement are furnished. Classified, 1c. a word. Reading notices, first page, 30 cts. a line; inside pages, 25 cts. a line; 100 lines, 20 cts.; 200 lines, 15 cts.; 300 lines, 12 cts.; 500 lines, 10 cts. a line.

TIMES—Every evening except Sunday. Democratic. Established 1901. Elizabeth Evening Times Co., publishers. Subscription, \$3; sworn detailed circulation for six months prior to April, 1914, 8,403* net paid; 12 to 36 pages, 8 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, agate, 5 cts. a line; less than 500 in., on contract, 35 cts. an inch; 500 in., or 3 t. a. w. for one year, 30 cts. Reading notices, 30 cts. a line; first page, 50

NEW JERSEY

cts. a line. Classified, 1c. a word, each insertion, each day, for one week; $\frac{1}{2}$ c. a word each subsequent insertion.

HACKENSACK—Population 14,050. On two railroads; 12 miles distant from New York City. Industries include paper and silk mills and jewelry factory.

RECORD AND BERGEN COUNTY HERALD—Every evening except Sunday. Independent. Established 1895. Subscription, \$3; claimed average circulation for year 1913, 5,961; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, 50 cts. an inch; 200 in., 35 cts.; 500 in., 22 cts.; 1,000 in., 20 cts. Preferred position, 10 and 25% additional. Reading notices, 20 cts. a line, first time; 10 cts. subsequent insertions.

HOBOKEN—Population 70,324. On Hudson River opposite New York City, with which it is connected by tunnels and ferries. Two railroads. Port of entry and starting point for different European steamer lines. Industries include sugar factory, silk mills, foundry and machine shops, tannery and automobile factory. Large shipments of coal made. Seat of Stevens Institute of Technology.

COLUMBIAD—Monthly. Knights of Columbia. Columbiad Publishing Co., publishers. Subscription, 25 cts., guaranteed average circulation for year 1914-15, 320,000; 24 pages, 4 columns; length of columns, $13\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close 15th preceding month.

Advertising rates, agate, 75 cts. a line; full page (760 lines), \$456; $\frac{1}{2}$ page, \$256.50; $\frac{1}{4}$ page, \$135.50. Reading notices, \$1.50 a line.

HUDSON OBSERVER—Every evening except Sunday. Independent. The Hoboken Printing and Publishing Co., publishers. Established 1892. Subscription, \$3; sworn average circulation for six months prior to April 1914, 37,840* net paid; 12 to 32 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; one month, 8 cts.; three months, 7 cts.; six months, $6\frac{1}{2}$ cts.; one year, 6 cts. a line. Open space within one year, 1,000 lines, 9 cts.; 2,000 lines, 8 cts.; 5,000 lines, 7 cts.; 7,000 lines, $6\frac{1}{2}$ cts.; 10,000 lines, 6 cts. a line. Special flat rate for financial, 10 cts. a line; hotels and resorts, 6 cts. a line; publications, 8 cts. a line. Double column advertisements must be at least 21 lines deep; triple column, 42 lines deep. Real estate, 8 cts. a line, with discount on 2,500 lines or more. Preferred position, 15 or 25% extra. Reading notices, minion, 25 cts. a line; first

NEW JERSEY

page, 50 cts. a line, with discount on 500 lines and over. Telegraphic readers, first page, \$1 a line; inside pages, 50 cts. a line. Classified, 1c. a word; displayed, 10 cts. a line.

JERSEY CITY—Population 267,779. On Hudson River and New York Bay, opposite New York City; the terminal point of the transcontinental railroad trunk lines connecting with New York City by tunnels and ferries. Starting point for a number of European steamboat lines. Manufactures include locomotive, gas engine and railroad supply works, sugar refineries, crucible, lead pencil, paint, oakum textile, gas and electric fixture and soap factories; foundry; machine shops; grain elevators. Annual value of manufactured products, \$170,000,000.00.

CHRONICLE—Every Friday. Independent. Established 1894. The Chronicle Pub. Co., publishers. Subscription, \$1; circulation—not given by publisher; 4 to 8 pages, 6 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 273 Washington Street.

Advertising rates, 50 cts. an inch, with discount of 10, 20 or 50% on 300, 1,000 or 5,000 in. Reading matter, first page, 20 cts.; second page, 20 cts.; third page, 10 cts. a count line.

GLOS NARODU—Every Thursday. Polish. Independent. Established 1890. Victor Wilusz, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 16,720; 6 pages, 6 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Office, 205 Washington Street.

Advertising rates, $37\frac{1}{2}$ cts. an in. for electrotyped matter or 50 cts. an inch for set matter.

JERSEY JOURNAL—Every evening except Sunday. Independent. Republican. Established 1867. The Evening Journal Association, publishers. Subscription, \$6; sworn average circulation for six months ending March, 1914, 26,613*; 14 to 18 pages, 8 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, Journal Square.

Advertising rates, 6 cts. a line, flat; specified position, 10, 25 or 50% extra. Reading notices, 50 cts. a line; first page, \$1 a line; pure reading, \$1 a line. Classified, 1c. a word.

LABOR WORLD OF NEW YORK AND NEW JERSEY—Every Saturday. Independent. Labor. Established 1906. Leon C. Sutton, editor and publisher. Subscription, \$2; claimed average circulation for year 1913, 60,000; 8 pages, 5 columns; length of columns, 17 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 366 Broadway, New York City.

Advertising rates, agate, 20 cts. a line.

NEW JERSEY

SVOBODA—Every Thursday. Ruthenian. Independent. Established 1893. Little Russian National Union of America, publishers. Subscription, \$2; claimed average circulation for year 1913, 25,000; 12 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Office, 83 Grand Street.

Advertising rates, 70 cts. an inch; 2 times, \$1.10; 3 times, \$1.50; four times, \$1.80; 3 months' contracts, 45 cts.; yearly, 35 cts. an inch.

See advertisement on page 579.

NEWARK—Population 347,469. On Passaic River and five railroads, eight miles distant from New York City. A most important manufacturing district, including a cotton thread factory, boots and shoes, clothing, carriages, harness, leather, jewelry, iron and steel goods. Brown stone quarries in vicinity.

ERZAEHLER (Der)—See Freie Zeitung.

FREIE ZEITUNG—Every morning except Sunday, **DER ERZAEHLER, SUNDAYS**. German. Independent Republican. Established, daily and Sunday, 1858. Benedict and Edwin S. Prieth, publishers. Subscription, daily, \$7; Sunday, \$2; claimed average circulation for year 1913, daily, 11,072; Sunday, 15,000; daily, 8 to 12 pages; Sunday, 24 to 30 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 225 Washington Street.

Advertising rates, daily or Sunday, 50 cts. an inch; 500 in., 45 cts.; 1,000 in., 35 cts.; 2,000 in. or more, 30 cts. an inch. Reading notices, 25 cts. a line, with discount on 500 lines and over; inside pages, ½ these rates. Classified, 1c. a word; by the week, 5 cts.; by the month, 75 cts. a line.

MONITOR—Every Saturday. Catholic. Established 1906. A. B. Ford, publisher. Subscription, \$2; claimed average circulation for year 1913, 10,000; 8 pages, 7 columns, length of columns, 20½ in.; width, 2¼ in. Can use matrices. Office, 222 Washington Street.

Advertising rates, agate, 12 cts. a line; 1,000 lines on contract, 10 cts. a line.

NEW JERSEY BAPTIST BULLETIN—Monthly. Religious. Established 1891. D. Dewolf, publisher. Subscription, 25 cts.; claimed average circulation for year 1913, 9,500 net paid; 32 pages and cover, 2 columns; length of columns, 7½ in.; width, 2½ in. Office, 825 Broad Street.

Advertising rates, \$1 an inch.

NEWS—Every evening except Sunday. Independent. Established 1883. The Evening News Publishing Co., publishers. Subscription, \$5; sworn detailed average net circulation for year 1913, 75,587* net paid; 16 to 36 pages, 7 columns; length of columns, 23½ in.;

NEW JERSEY

width, 2¼ in. Can use matrices. Office, 215-217 Market Street.

Advertising rates, agate, 14 cts.; 13 times or 1,000 lines, within one year, 12½ cts.; 26 times or 2,000 lines, 12 cts.; 39 times or 3,000 lines, 11½ cts.; 78 times or 5,000 lines, 11 cts.; 156 times or 7,000 lines, 10½ cts.; 312 times or 10,000 lines, 10 cts. a line. Special positions, 20, 33½, 100 or 200% extra. Classified, 1c. a word. Reading notices, foot of column, inside pages, 50 cts. a line; nonpareil, 60 cts.; full face heads, 75 cts. a line; first page, agate, 80 cts. a line; nonpareil, \$1 a line; full face heads, \$1.25 a line.

RAILROAD EMPLOYEE—Monthly. Labor. Established 1891. Ben E. Chapin, editor and publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 15,767 net; 16 to 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 20th of each month. Office, 494 Broad Street.

Advertising rates, \$1.50 an inch; ¼ page, \$5; ½ page, \$9; full page, \$15, with discounts of 10, 15 or 33½% on 3, 6 or 12 consecutive insertions.

STAR—Every morning and evening except Sunday. Independent. Established 1832. Newark Daily Advertiser Publishing Co., publishers. Sworn average circulation for six months prior to April 1914, 62,271* net paid; 12 to 28 pages, 8 columns; length of columns, 22 in.; width, 2 1/12 in. Can use matrices. Office, Branford Place and Nutria Street.

Advertising rates, morning and evening, combined, agate, 12½ cts. a line; 1,000 lines, within one year, 11 cts.; 5,000 lines, 10 cts.; 10,000 lines, 9 cts. a line. Specified positions, 10 or 25% extra. Strictly mail order advertising, 10 cts. a line. Reading notices, foot of columns, 50 cts. a line; first page, 75 cts.; telegraphic readers, \$1 a count line. Classified, 1c. per word.

SUNDAY CALL—Every Sunday. Independent. Established 1872. The Newark Call Printing & Publishing Co., publishers. Subscription, \$2.50; sworn average circulation for year ending April 1914, 40,749* net paid; 54 to 60 pages, 7 columns; length of columns, 24 in.; width, 2½ in. Can use matrices. Office, 204 Market Street.

Advertising rates, agate, 10 cts. a line; one inch, one month, \$5.60; three months, \$18.20; six months, \$32.76; one year, \$58.24; 5,000 lines within one year, 9 cts.; 10,000 lines, 8 cts. a line. Specified positions, 15, 25 or 50% extra. Classified, 1c. a word. Reading notices, agate, 50 cts. a line; full faced type, 75 cts. a line.

NEW BRUNSWICK—Population 23,388. On Raritan River and three railroads. Has largest laboratories in the United States, and industries also include cigar, button,

NEW JERSEY

musical string, hosiery, rubber and rubber tire factories. Seat of Rutgers College and Dutch Reformed Theological Seminary. Annual value of manufactured products, \$36,000,000.00. Bank clearings 1913, \$19,000,000.00.

HOME NEWS—Every evening except Sunday. Independent. Established 1872. The Home News Publishing Co., publishers. Subscription, \$5; sworn average circulation for year 1913, 6,700 net; 10 to 20 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 100 in., 22 cts.; 250 in., 20 cts.; 500 in., 18 cts.; 750 in., 17 cts.; 1,000 in., 16 cts. an inch; full position, 25% extra. Composition, 5 cts. an inch extra; matrices, 3 cts. an inch extra. Reading notices, first page, 15 cts. a line; other pages, 10 cts. a line; subsequent insertions, ½ rate.

ORANGES (The)—Embracing Orange; East, West and South Orange, with a population of 85,000. Located ten miles distant from New York City. On D., L. & W. and Erie Railroads. Industries include several hat factories, pharmaceutical laboratories, electrical and Edison works.

AMERICAN CITIZEN—Every Saturday. Anti-Roman Catholic. Established 1887. American Citizen Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 75,000; 4 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Forms close 10 days in advance.

Advertising rates, 20 cts. a line, flat.

PASSAIC—(Pas-sa'-ik). Population 54,773. On Passaic River; Erie, N. Y., Susquehanna & Western and Delaware ½ Lackawanna railroads. Manufactures more wool and textiles than any other city in New Jersey and one third of the handkerchiefs manufactured in the United States; also has extensive chemical and print works; leather manufacture, metal, silk, belting and packing plants.

HERALD—Every evening except Sunday and holidays. Democratic. Established 1873. Luth. S. Bremner, publisher. Subscription, \$3; sworn average circulation for six months prior to April 1914, 8,526* net paid; 12 to 32 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 1 inch, one time, 50 cts.; under 25 in., 40 cts.; 50 in., 35 cts.; 100 in., 30 cts.; 250 in., 25 cts.; 500 in., 23 cts.; 1,000 in., 21 cts. an inch. Preferred position, 25 and 50% extra. Reading notices, 10 cts. a line. Classified, three lines, three times, 25 cts.

NEWS—Every evening except holidays and Sundays. Independent. Established 1877.

NEW JERSEY

News Publishing Co., publishers. Subscription, \$3; sworn average circulation for year ending March 31, 1914, 6,460* net paid; 12 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 100 in., within one year, 30 cts.; 250 in., 25 cts.; 500 in., 20 cts.; 1,000 in., 16 cts. an inch. Preferred positions, 10, 15 or 20% extra. Classified, 1c. a word. Reading notices, local page, 10 cts. a count line.

PATERSON—Population 125,600. On three railroads and fifteen miles distant from New York City. Has abundant water power, large silk, jute and thread mills, locomotive works, machine shops and silk dyeing works. Biggest producing center in the country of silk ribbons and fabrics; also manufactures iron goods, carpets, linens and velvets. Annual value of manufactured products, \$100,000,000.00. Bank clearings during 1913, \$500,000,000.00.

CALL—Every morning except Sunday. Republican. Established 1885. Call Printing & Publishing Co., publishers. Subscription \$5; sworn detailed average circulation for year 1913, 11,944*; 12 to 36 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 83 Broadway.

Advertising rates upon application.

GUARDIAN—Every evening except Sunday. Democratic. Established 1836. Guardian Printing and Publishing Co., publishers. Subscription, \$3; sworn average circulation for year 1913, 12,416*; 10 to 24 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 1 inch, one time, \$1; one week, \$3.50; one month, \$10; three months, \$20; six months, \$31; one year, \$50; e. o. d., % of daily rate. Open space, within one year, 250 in., 55 cts. an inch; 500 in., 40 cts.; 1,000 in., 35 cts.; 2,000 in., 30 cts. an inch. Classified, 5 lines, three times, 25 cts. Reading notices, 25 cts. a line.

NEWS—Every evening except Sunday. Independent. Established 1890. The News Printing Co., publishers. Subscription, \$3.70; sworn average circulation for six months prior to April 1914, 11,073* net paid; 12 to 56 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 9 cts. a line; 1,400 lines, 5 cts.; 3,500 lines, 4 cts.; 7,000 lines, 3½ cts.; 14,000 lines, 3 cts.; 28,000 lines, 2½ cts. a line. Composition, 5 cts. an inch extra. Preferred position, 10, 25 or 50% extra. Double column advertisements must be at least 28 lines deep. Classified, 1c. a word. Reading notices, first page, \$1 a line.

PRESS—Every evening except Sunday, and SUNDAY MORNING CHRONICLE. Re-

NEW JERSEY

publican. Established 1863. The Press-Chronicle Co., publishers. Subscription, daily, \$3; Sunday, \$1.50; claimed average circulation for first six months 1914, daily, 5,000; Sunday, 5,000; daily, 12 to 16 pages; Sunday, 20 to 28 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 15 cts. an inch; Sunday, 25 cts. an inch. Classified, 1c. a word. Reading notices, 10 cts. a line

SUNDAY CHRONICLE—See Press.

PERTH AMBOY—Population 32,121. Five railroads. Twenty miles from New York City. Manufactures include fire brick, drain pipes, terra cotta, corks, white ware, steel tile, cigars, handkerchiefs, wire and cable; copper refineries and chemical works. Fire clay and kaolin found in vicinity. Annual value of manufactured products, \$95,200,000.00. Bank clearings during 1913, \$45,000,000.00.

NEWS—Every evening except Sunday. Independent. Established 1879. Perth Amboy Evening News Co., publishers. Subscription, \$5.20; sworn average circulation for year ending May 1914, 5,688* net paid; 10 to 36 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 25 in., 30 cts.; 50 in., 25 cts.; 100 in., 22 cts.; 200 in., 20 cts.; 300 in., 19 cts.; 400 in., 18 cts.; 500 in. or more, 17 cts. an inch. Composition extra. Reading notices, 10 cts. a line; first page, 15 cts. a line. Classified, 1c. a word.

PLAINFIELD—Population 20,550. (including North Plainfield 26,550). Located 24 miles distant from New York City, on Central R. R. of N. J. Is the center of a thrifty agricultural district. Other industries consist of clothing, printing press and tool factories.

COURIER-NEWS—Every evening except Sunday. Republican. Established 1884. Courier-News Publishing Co., publishers. Subscription, \$5; sworn detailed average circulation for six months prior to April 1914, 6269* net paid; 10 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; on yearly contract, 25 in., 50 cts.; 50 in., 35 cts.; 100 in., 30 cts.; 300 in., 25 cts.; 500 in., 22 cts.; 750 in., 21 cts.; 1,000 in., 20 cts. an inch. Composition, 5 cts. an inch additional. Specified position, 15, 20 or 50% additional. Reading notices, first or back pages, 40 cts.; inside pages, 20 cts. a line. Classified, 1c. per word.

Good Goods Repeat—if well understood, if their goodness has been made known to the buyer.

NEW JERSEY

RED BANK—Population 7,398. On three railroads. Terminal of Steamboat line being the head of navigation on Shrewsbury River. Trade center of a prosperous farming section. Other industries are conneries, sash and blind and marine railway works, brush, government uniforms, dress shield and carriage factories.

FARMERS SUCCESS—Every Saturday. Agricultural. Established 1900. Elmer C. Wainwright & Co., publishers. Subscription, \$1.50; claimed average circulation for 1913, 30,000; 16 to 24 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 10 cts. a line, or \$1 an inch. Classified, 30 words or less, 50 cts.

REGISTER—Every Wednesday. Independent Republican. Established 1878. John H. Cook, publisher. Subscription, \$1.50; sworn average circulation for six months prior to April 1914, 5,302* net paid; 16 to 36 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can not use matrices.

Advertising rates, 50 cts. an inch; continuous contracts, 20 cts. an inch. Special position, if granted, 40 cts. an inch. Reading notices, 10 cts. a line. Classified, 25 words or less, 25 cts.

RIDGEWOOD—Population 5,416. On Erie R. R. A residence place for New York City business men.

EDITOR—Fortnightly. Literary. Established 1895. The Editor Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 8,250; 48 pages and cover, 2 columns; length of columns, 6¾ in.; width, 2 in.

Advertising rates, \$25 a page.

TOWN OF UNION—(Weehawken P. O.) Population 21,023. Located two miles from Jersey City on West Shore; Erie, N. Y. Ont. & Western Railroads. Principal industries are: Silk and embroidery mills.

HUDSON DISPATCH—Every morning except Sunday. Independent-Democratic. Established 1900. Dispatch Printing Co., publishers. Subscription, \$4.80; claimed average circulation for six months ending June 1914, 10,000; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Weehawken P. O.

Advertising rates, 2 cts. a line flat.

TRENTON—Population 96,815. On Delaware River and three railway systems consisting of ten radiating lines. One of the chief trolley centers of the East, there be-

NEW JERSEY

ing a network of 16 separate divisions and branch lines covering a radius of 40 miles. Biggest manufacturing center of the state and the biggest in the United States in the manufacture of pottery and crockery. Also has iron, steel and zinc works, wire rope mills, fire brick, terra cotta and woolen factories as well as rubber goods. State Hospital for Insane and State Penitentiary located here. Annual value of manufactured products, \$58,312,782.00. Bank clearings during 1913, \$97,850,350.00.

STATE GAZETTE—Every morning except Sunday. Republican. Established 1846. State Gazette Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 10,384* net paid; 12 to 20 pages, 7 columns; length of columns, 2½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3½ cts. a line; 1,000 lines, 3 cts.; 2,500 lines, 2½ cts.; 5,000 lines, 2 cts. a line. Reading notices, 10 cts. a line; full faced type, 20 cts. a line. Classified, 1c. per word.

TIMES—Every evening except Sunday. and **TIMES-ADVERTISER**, Sunday. Independent. Established 1882. Trenton Times (Inc.), publishers. Subscription, \$5; sworn average circulation for six months preceding

NEW JERSEY

April, 1914, evening, 23,985* net paid; Sunday, claimed average for 1913, 16,680; daily, 12 to 24 pages, Sunday, 32 pages; either edition, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 5 cts. a line, flat. Preferred position, 10 and 25% extra. Reading notices, nonpareil, 15 cts. a line; first page, bottom of column, \$1 a line. Classified, 1c. per word.

See advertisement on page 544.

WASHINGTON—Population 3,567. Located 65 miles west of Jersey City on Del., Lack. & Western R. R. The chief industries are brass foundry, silk mill, piano and organ works, underwear, faucet and bath room furnishing factories.

STAR—Every Thursday. Democratic. Established 1868. Chas. L. Stryker, editor and publisher. Subscription, \$1.50; sworn detailed average circulation for year 1913, 4,843* net paid; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can not use matrices.

Advertising rates, 50 cts. an inch; 2nd insertion, 30 cts.; thereafter, 20 cts. an inch. Specified position, 10 or 20% extra. Reading notices, 1st, 6th, 7th or last page, 10 cts. a line; 500 lines within 1 year, 9 cts.; 1,000 lines, 8 cts.; 2,000 lines, 7 cts. a line; other pages, 8, 7 or 6 cts. a line, respectively. Classified, 1c. a word.

NEW MEXICO

ALBUQUERQUE—Population 11,020. On Rio Grande River and A., T. & S. F. R. R. In the center of an excellent grazing district; farming through irrigation methods also carried on extensively. Climate most beneficial to sufferers of throat and lung diseases. Industries include sash factory, woolen mills, brick yards, foundry, machine shops, lumber and saw mills, wagon, harness, farm implement, ice and furniture factories, railroad repair shops and brewery. Fruit growing largely engaged in. Industrial School for the Pueblo Indians and University of New Mexico located here.

JOURNAL—Every morning including **SUNDAY**. Republican. Established 1879. Journal Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending March, 1914, 7,386* net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; full position, 44 cts.; 51 in. or more, 28 or 35 cts. an inch. Reading notices, 10 cts. a line.

Telegraphic readers, 15 cts. a line. Classified, 1c. per word.

LAS VEGAS—Population 3,755. On A., T. & S. F. R. R., in the center of an excellent farming, lumbering and grazing district. Engaged very largely in shipments of raw wool. In vicinity is medicinal hot springs, widely and favorably known.

REVISTA CATOLICA—Every Sunday. Spanish. Catholic. Established 1875. Jesuit Fathers, editors and publishers. Subscription, \$1; detailed average circulation for year ending April, 1914, 6,474* net; 16 to 24 pages, 2 and 3 columns; length of columns, 10 in.; width, 2¼ and 3¼ in.

Advertising rates, 30 cts. an inch; first position, 40 cts.; second position, 35 cts. an inch. Reading notices, 10 cts. a line. Translations free.

See advertisement on page 516.

SANTA FE—Population 5072. State Capital. On Atch., Top. & S. Fe; Denver & Rio

NEW MEXICO

Grande and New Mex. Cent. Railway systems. Sheep raising; gold, silver, copper, zinc and lead mining being the chief industries.

REVISTA ILLUSTRADA—Monthly. Spanish. Literary. Established 1907. Camilo Pa-

NEW MEXICO

dilla, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 6,000; 20 pages, 2 columns; length of columns, 10 in.; width, 20 in.

Advertising rates, \$1 an inch; $\frac{1}{4}$ page, \$8; $\frac{1}{2}$ page, \$15; full page, \$25.

NEW YORK

ALBANY—Population 100,253. On Hudson River, Erie Canal, five railroads and direct steam boat connections with New York City, also direct connections with the Great Lakes through the Erie Canal. Big distributing trade. Industries include clothing, boot and shoe factories, printing pants, iron foundries; breweries and malt houses and also the manufacture of metallic ware, card board, confectionery, shirts, collars and pianos. State Normal College located here. Third largest mail transfer point and the second largest express transfer point in United States. Annual value of manufactured products, \$22,826,000.00.

ARGUS—Every morning including SUNDAY. Democratic. Established 1813. The Argus Co., publishers. Subscription, daily, \$3; Sunday, \$2; sworn average circulation for six months prior to April 1914, 14,740* net paid; 8 to 24 pages, 7 columns; length of columns, 19 $\frac{4}{7}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, Broadway and Beaver Street.

Advertising rates, daily or Sunday, agate, 9 cts. a line; 250 lines, 8 cts.; 500 lines, 7 cts.; 1,000 lines, 6 cts.; 2,500 lines, 5 cts.; 5,000 lines, 4 cts.; 10,000 lines, 3 cts.; 20,000 lines, 2 $\frac{1}{2}$ cts. a line; over 20,000 lines, 2 cts. a line. Special position, 10 and 25% extra. Classified, 10 cts. a count line. Reading notices, 10 cts. a line. Local notices, 25 cts. a line.

See advertisement on page 521.

IL BASTONE—Every Saturday. Italian. Independent. Established 1908. Bastone Publishing Co., publishers. Subscription, \$1; sworn average circulation for year 1912, 6,000*; 4 pages, 8 columns; length of columns, 21 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 28 Fulton Street.

Advertising rates, 25 cts. an inch; 5 in., 20 cts.; 10 in. or more, 15 cts. an inch.

JOURNAL—Every evening except Sunday. Republican. Established 1830. The Journal Co., proprietors. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 18,781* net paid; 8 to

32 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 61 State Street.

Advertising rates, 10 cts. a line; 100 lines within one year, 8 cts.; 500 lines, 6 cts.; 1,000 lines, 5 cts.; 4,000 lines, 4 cts.; 5,000 lines, 3 $\frac{1}{2}$ cts. a line. Preferred position, 20 to 50% extra. Classified, 1c. a word. Reading notices, 15 cts. a line; business locals, 25 cts. a line; pure readers, 40 cts. to \$1 a line; telegraphic readers, \$1 a line.

KNICKERBOCKER-PRESS—Every morning except Sunday, and SUNDAY PRESS. Independent. Established 1842. The Press Co., publishers. Subscription, daily, \$3; Sunday, \$2; sworn detailed average circulation, for first six months 1914, daily, 32,979* net paid; Sunday, 27,831* net paid; daily, 12 to 16 pages; Sunday, 42 to 60 pages, 8 columns; width of columns, 2 $\frac{1}{2}$ in. Can use matrices. Office, 18 Beaver Street.

Advertising rates, daily or Sunday, agate 8 cts. a line. On yearly contracts, 1,000 lines 7 cts.; 2,000 lines, 6 cts.; 3,000 lines, 5 cts. a line. Special positions, 10 and 25% extra. Reading notices, 25 cts. a count line; telegraphic readers, \$1.25 a count line. Classified, 1c. a word.

MOTORDOM—Monthly (25th). Automobile. Motordom Publishing Co., publishers. Subscription, \$1; guaranteed average circulation for year 1914-15, 10,400; 32 to 48 pages and cover 2 and 3 columns; length of columns, 10 in.; width, advertising 3 $\frac{1}{2}$ or reading, 2 $\frac{1}{4}$ in. Can not use matrices.

Advertising rates, one page \$70; $\frac{1}{2}$ or $\frac{1}{4}$ pages, pro rata; with discounts on 3, 6, 9 or 12 insertions.

SUNDAY TELEGRAM—Every Sunday. Independent. Established 1887. Albany Telegram Co., publishers. Subscription, \$2; claimed average circulation for year 1913, exceeding 30,000; 32 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Office, 5 Van Tromp Street.

Advertising rates, agate, 5 cts. a line, flat. Reading notices, 25 cts. a count line.

NEW YORK

TIMES-UNION—Every evening except Sunday. Independent. Established 1853. Subscription, \$3; sworn detailed average circulation for year ending October 31, 1913, 43,074* net paid; 10 to 16 pages, 8 columns; length of columns, 22 in.; width, 12½ cms. Can use matrices. Office, Beaver and Green Streets.

Advertising rates, agate, 6 cts. a line, flat. Preferred position, 15 and 25% extra. Classified, 1c. a word. Reading notices, 50 cts. and \$1 a count line; telegraphic readers; \$1 a line; first page, \$2 a line.

See advertisement on page 544.

AMSTERDAM—Population 31,267. On Mohawk River and Erie Canal, and three railway systems. It is an important center for the manufacture of knit underwear, sweaters, carpets, rugs, brooms, steel springs, linseed oil, silk gloves and pearl buttons, having 89 manufacturing establishments in all, whose annual output amounts to \$25,000,000.00.

RECORDER AND DEMOCRAT—Every evening except Sunday, and Semi-Weekly (Tuesday and Friday). Republican. Established 1870. Wm. J. Kline & Son, editors and publishers. Subscription, daily, \$6.00; Semi-Weekly, \$1.50; claimed average circulation for year 1913, daily, 4,634*; semi-weekly, 3,470; daily or semi-weekly, 8 to 16 pages, 7 columns; length of columns 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or semi-weekly, 50 cts. an inch; 25 in. to be used within one year, 40 cts.; 50 in., 35 cts.; 75 in., 30 cts.; 100 in., 25 cts.; 200 in., 20 cts.; 300 in., 17 cts.; 400 in., 15 cts.; 500 in. or more, 14 cts. an inch. Composition, 5 cts. an inch additional. Preferred position extra. Reading notices, 10 cts. a count line; telegraphic, 25 cts. a count line. Classified, 1c. per word.

ARCADE—Population 1,294. Three railroads. Stone quarries in vicinity. Industries include the manufacture of knit goods, cheese boxes, furniture, leather and barrels. Also has powdered milk plant, planing and knapping mills and last block factory. Annual value of manufactured and quarried products, \$3,500,000.00. Bank deposits during 1913, \$700,000.00.

WYOMING COUNTY HERALD—Weekly, embracing 4 papers in all, Arcade Herald, Delevan Press, Holland Review and Sardinia Censor. Republican. Established 1891. W. F. Arthurs, publisher. Subscription, \$1; claimed average circulation (combined) for year 1913, 5,400; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 18 cts. an inch. Discount on yearly contracts. Reading notices, 5 cts. a line.

NEW YORK

AUBURN—Population 34,668. Five railroads. Industries include the manufacture of woollen fabrics, rope, twine, carpets, iron goods and shoes; also manufactures mowing machines, reapers and farm implements generally. Auburn Theological Seminary and New York State Prison located here. Annual value of manufactured products, \$15,961,090.00. Bank deposits during 1913, \$13,230,000.00.

CITIZEN—Every evening except Sunday. Independent. Established 1870. Auburn Publishing Co., publishers. Subscription, \$6; sworn average circulation for six months ending March, 1914, 6,506* net; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 10 in., within one year, 40 cts.; 50 in., 30 cts.; 100 in., 25 cts.; 250 in., 20 cts.; 500 in., 19 cts.; 1,000 in. or more, 18 cts. an inch. Reading notices, 12 cts. a line (brevier), with discount on 500 lines and upward. Classified, 1c. a word, first insertion; ½c. a word, subsequent insertions.

BATAVIA—Population 11,613. Three railroads. Distributing center of a prosperous agricultural and fruit growing section. Manufactures harvesting machinery, interior wood finish, shot guns and shoes. New York State School for the Blind located here.

NEWS—Every evening, except Sunday. Republican. Established 1878. Griswold & McWain, proprietors. Subscription, \$2; sworn detailed average circulation for nine months ending April, 1914, 8,643* net paid; 6 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, nonpareil, one inch, one time, 50 cts.; one week, \$2; additional insertions 25 cts. an in.; 100 in., within one year, 25 cts.; 300 in., 22 cts.; 500 in. or more, 20 cts. an inch; preferred position, 25% extra. Classified, 5 lines (25 words), or less, one time, 25 cts.; 3 times, 60 cts.; one week, \$1. Reading notices, 15 cts. a line; locals, 10 cts. a line, with discount for continued insertions.

BINGHAMTON—Population 48,443. On Susquehanna River at confluence with Chenango river; two railway trunk lines (Erie and Lackawanna). Also terminus of Delaware & Hudson Railroad. Surrounding country rich in dairy products. Industries also include the manufacture of valves, shoes, cameras and films, carriage hardware, toys, silks, washing machines, sporting goods, proprietary medicines, paving brick, electric motors, flexible shafts, farm implements, carriages, furniture and scales. New York State Hospital for the Insane located here. Annual value of manufactured products, \$30,000,000.00. Bank clearings for 1913, \$36,343,400.00.

NEW YORK

PRESS AND LEADER—Every evening except Sunday. Independent. Established 1878. Binghamton Press Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 26,564*; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 39 times, or 1,000 lines, 6¾ cts. a line; 78 times, or 3,000 lines, 5 cts.; 104 times, or 5,000 lines, 4½ cts.; 156 times, or 10,000 lines, 4 cts. a line. Mail order copy 5 cts. a line. Positon, 10, 25 or 50% extra. Reading notices, 25 cts. a count line; 500 lines, on year by contract, 20 cts.; 1,000 lines, 18 cts.; 3,000 lines, 15 cts.; 5,000 lines, 12 cts. a line.

See advertisement on page 486.

REPUBLICAN-HERALD—Every morning except Sunday. Republican. Established 1822. The Southern Tier Publishing Co., publishers. Subscription, \$3; sworn average circulation for 1913, 17,863*; 10 to 20 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 7 cts. a line; 1,000 lines, within one year, 5 cts.; 2,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines or more, 3 cts. a line. Preferred position, 10, 25 and 50% extra. Classified, 1c. a word. Reading notices, 25 cts. a line, with discount on 500 lines and over.

BROOKLYN—A borough of New York City; population 1,634,351. Connected with Manhattan by ferries, four suspension bridges and two subways; has over 30 miles of water front. Extensive docks lined with immense storehouses for grain, immense sugar refining industry; also drugs, chemicals, paints, foundry and machine shops, copper ware, cordage, twine, malt, liquors, and ship building. U. S. Navy Yard located here and homes of many hundreds of thousands of Manhattan business men.

BEDFORD RECORD—Every Friday. Non partisan. Established 1902. Mansfield Hunt, publisher. Subscription, \$1; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 1213 Atlantic Ave.

Advertising rates, agate, 5 cts. a line. Discount on 10, 15, 20 or 25% on 4, 13, 26 or 52 insertions.

BROOKLYN-BROWNSVILLE POST—Every Sunday. Yiddish-Independent. Established 1909. Brooklyn and Brownsville Post Co., publishers. Subscription 50 cts.; claimed average circulation for year 1913, 15,000; 8 pages, 7 columns; length of columns 19½ in.; width 2½ in. Can use matrices. Office 1784 Pitkin Avenue.

Advertising rates, agate, 15 cts. a line. 2,500 lines or more on yearly contract, 10 cts. a line. Reading notices, 35 cts. a line. Opposite editorial or on last page, 50 cts.; first or editorial page \$1 a line.

NEW YORK

CHAT—Every Saturday. Independent. Established 1900. The Chat (Inc.), publishers. Subscription, \$2; sworn average circulation for year ending April 1914, 55,233* net; 20 to 32 pages, 7 columns; length of columns, 20¼ in.; width, 13 ems. Can use matrices. Office, 1618 Weirfield Street.

Advertising rates, agate, 26 cts. a line; 4 times, 25 cts.; 8 times, 24 cts.; 12 times, 23 cts.; 52 times, 22 cts. a line; 5,000 lines within one year, 21 cts.; 10,000 lines, 19 cts. a line. Classified, 15 cts. a line.

See advertisement on page 450.

CITIZEN—Every evening except Sunday, and SUNDAY MORNING. Democratic. Established 1886. Subscription, daily, \$3; Sunday, \$1.50; claimed average circulation for six months prior to April, 1914, daily, and Sunday, 32,893* net paid; daily, 12 to 16 pages; Sunday, 24 to 36 pages, 7 columns; length of columns, 21 1/7 in.; width, 2 1/7 in. Can use matrices. Office, 397-401 Fulton Street.

Advertising rates, agate, 15 cts. a line; editorial page, 20 cts. a line. Special position, 5 cts. a line additional. Space discounts furnished upon application. Double column advertisements must be not less than 28 lines; 3 columns, 56 lines; 4 columns, 84 lines; 5 columns, 112 lines and 6 columns, 140 lines deep. Classified, business opportunities or financial, 16 cts. a line; yearly standing financial advertisements, 5 cts. a line; personals, sporting and turf, 25 cts.; summer and winter resorts, 10 cts. a line; by the month, \$1.50 a line; publication, 15 cts. a line. Reading notices, 50 cts. a line; editorial page, 75 cts.; first page, \$1.

See advertisement on page 516.

EAGLE—Every evening except Sunday, and SUNDAY MORNING. Independent Democratic. Established 1840. Subscription, daily, \$8; Sunday, \$1.50; sworn average circulation, as per report to the post office department for six months ending Mar. 31, 1914, daily and Sunday, 44,754* net paid; daily, 22 to 30 pages; Sunday, 60 to 72 pages, 7 columns; length of columns, 22½ in.; width, 2½ in. Can use matrices. Office, Eagle Building, 303-313 Washington Street.

Advertising rates, 16 cts.; editorial and last pages, 25 cts. a line. Preferred position, 30 and 40 cts. a line. Automobiles, resorts, hotels, schools, for sale, real estate and general classified, 16 cts. a line. Reading notices, foot of column, first page, \$1.50 a count line; following death notices, 50 cts. a line.

FINSKA AMERIKANAREN—Every Thursday. Swedish. Independent. Established 1897. The New York Finnish Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 7,615; 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 511 8th Ave.

Advertising rates, 50 cts. an inch; 2,000 lines, 10%; 4,000 lines, 15%; 5,000 lines, 20%. Reading notices, 8 cts. a brevier line.

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FLATBUSH OBSERVER—Every Friday. Independent. Established 1908. Flatbush Observer Publishing Co., (Inc.), publishers. Subscription, \$1; claimed average circulation for year 1913, 12,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates on application.

FREIE PRESSE—Every evening except Sunday, and **SUNDAY MORNING**. German. Republican. Established 1864. Roehr Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$2; circulation—not given by publisher; daily, 8 pages; Sunday, 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 35 Myrtle Avenue.

Advertising rates, daily or Sunday, agate, 16 cts. a line. Classified, financial 16 cts.; instruction, 10 cts.; resorts, 15 cts.; real estate, 10 cts.; 3 times, 20 cts. a line; special real estate rate, 7 times, 30 cts. a line (two line head allowed). Business cards, a line, one month, daily, \$1.25; Sunday, 40 cts.; daily and Sunday, \$1.50; three months, daily, \$2.50; Sunday, 75 cts.; both, \$3; six months, daily, \$4; Sunday, \$1.25; both, \$5; one year daily, \$6; Sunday, \$2; both, \$7.50 a line. 12 changes on yearly contract, 10% additional; e. o. d. one month, 75 cts. a line; three months, \$1.75; six months, \$2.50; one year, \$4; preferred position, 10 and 25% extra. Reading notices, 25 cts. a count line; editorial and last page, 40 cts.; first page, 50 cts. a line.

HOME TALK—Every Wednesday. Local. Established 1904. Geo. W. Green, publisher. Subscription, \$1.50; claimed circulation for year 1913, 12,000; 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 4911 Third Avenue.

Advertising rates, \$1 an inch; one month, 90 cts.; three months, 85 cts.; six months, or longer, 80 cts. an inch.

ITEM—Every Friday. Local. Non-political. Established 1904. J. H. Cox, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 13,000; 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 513 Fifth Avenue.

Advertising rates, \$1 an inch; one month, 90 cts.; three months, 85 cts.; six months, or longer, 80 cts. an inch.

LIFE—Every Saturday. Society and Home. Established 1889. Brooklyn Life Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 39,074; 36 to 90 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, Eagle Building.

Advertising rates, agate, 25 cts. a line. Reading notices, minion, \$1 a line; preferred pages, extra. Discount, 1,000 lines, 5%; 2,000 lines, 10%; 3,000 lines, 15%; 5,000 lines, 20%. Resorts, 20% discount.

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MOTION PICTURE MAGAZINE—Monthly (15th of month preceding). Motion Picture Stories. Established 1911. The M. P. Publishing Co., publishers. Subscription, \$1.50; sworn detailed average circulation for six months ending May, 1914, 254,000* net paid; 176 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 24th of second month preceding. Office, 175 Duffield Street.

Advertising rates, \$250 a page; ½, ¼ or ⅓ page, pro rata; back cover (two colors), \$300; (three colors), \$350; second or third covers (one color) \$275; (two colors) \$325. Classified (minimum 4 lines), \$1 a line.

See advertisement on page 443.

NEW YORKIN UTUSET—Every Wednesday and Saturday. Finnish. Independent. Established 1906. Finnish Newspaper Co., publishers. Subscription, \$2; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Office, 740 Fortieth Street.

Advertising rates, 50 cts. an inch, with discounts on time contracts.

NORDISK TIDENDE—Every Thursday. Norwegian. Established 1891. The Norwegian News Co., publishers. Subscription, \$2; circulation—not given by publisher; 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 4413 Third Avenue.

Advertising rates, 60 cts. an in.; 8 insertions, 55 cts.; 13 insertions, 50 cts.; 26 insertions, 45 cts.; 52 insertions, 40 cts. an inch.

PEERLESS FASHION GUIDE—See New York City.

REFORM—Every Saturday. German and English. Democratic. Established 1870. F. Weidner Printing and Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 11,760; 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 1109 DeKalb Avenue.

Advertising rates, agate, 15 cts. a line; one inch, one month, \$3; three months, \$7.50; six months, \$14; one year, \$25. Reading notices, brevier, 20 cts. a line. Classified, 10 cts. a line.

STANDARD UNION—Every evening except Sunday, and **SUNDAY MORNING**. Republican. Established 1863. Brooklyn Union Publishing Co., publishers. Subscription, \$3.50; sworn average circulation for six months prior to April, 1914, daily, 61,731* net paid; Sunday, 64,611* net paid; daily, 14 to 18 pages; Sunday, 20 to 24 pages, 8 columns; length of columns, 21 2/7 in.; width, 12½ ems. Can use matrices. Office, 292-296 Washington Street and 317-321 Fulton Street.

Advertising rates, agate, 15 cts. a line, flat. Classified, help wanted, 3 lines or less, 25 cts.; 3 times, 50 cts.; 10 cts. for each additional line three times; 5 cts. for each addi-

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tional line, one time. Business opportunities, 15 cts. a line; financial, 16 cts.; hotels and resorts, 15 cts.; \$1.50 per month for fixed space; new publications, 15 cts. a line. Reading notices, 40 cts. a line; editorial page, 50 cts. a line; first page, \$1 a line.

See advertisement on page 536.

TABLET—Every Saturday. Religious. Established 1908. The Tablet Publishing Co., publishers. Subscription, \$2; claimed average circulation for year ending April, 1914, 21,000 net; 8 to 20 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices. Forms close Wednesdays. Office, 189 Montague Street.

Advertising rates, 12 cts. per line, ranging down to 5 cts. for one year or 5,000 line contracts.

TIMES—Every evening except Sunday. Republican. Established 1848. Brooklyn Times Co., (Inc.), publishers. Subscription, \$5; sworn circulation for six months prior to April 1914, 38,142* net paid; 12 to 28 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices. Office, Atlantic and 4th Aves.

Advertising rates, agate, 15 cts. a line; 1,000 lines, 12 cts.; 5,000 lines, 10 cts. a line; preferred position, 2 or 5 cts. a line extra. Classified, business opportunities, 10 cts. a line; financial, 16 cts.; resorts and hotels, 10 cts.; by the month, \$1.50 a line; personals, 25 cts. a line. Reading notices, 75 cts. a line; first page, \$1.

See advertisement on page 534.

BUFFALO—Population 423,715. On Lake Erie, Erie Canal and seventeen trunk line and six belt or Suburban line railroads. Has ten steamship lines and immense lake commerce, that in grain being particularly extensive. In iron and steel products ranks as the second city in the United States, and livestock trade is likewise most extensive. Industries include extensive meat packing establishment, flour mills, foundries and machine shops and manufacture of leather, lumber and clothing. Bank clearings for 1913, \$635,308,095.50. Total value of manufactured products, for 1913, \$325,445,000.00, estimated.

AMERICAN BLACKSMITH—Monthly, (1st). Trade. Established 1901. W. F. Wendt Publishing Co., publishers. Subscription, \$1; detailed average circulation for year 1913, 20,548*; 80 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Cannot use matrices. Forms close 5th and 20th of preceding month. Office, New Sideway Bldg.

Advertising rates on application.

AMERICAN POULTRY WORLD—Monthly. Poultry. Established 1909. American Poultry Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 45,000; 80 to 160 pages, 3 col-

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umns; length of columns, 10 in.; width, 2¼ in. Forms close 20th preceding month.

Advertising rates, agate, 30 cts. a line; 140 lines, 27 cts.; 210 lines, 25 cts.; 420 lines, 24 cts. Reading notices, nonpareil, 60 cts. a line.

AURORA AND CHRISTLICHE WOCH—Every Friday. German. Catholic. Established 1851. German Roman Catholic Orphan Asylum, publishers. Subscription, \$1.50; claimed average circulation for first six months of 1914, 8,650* net; 8 pages, 6 columns; length of columns, 19 in.; width, 2¼ in. Office, 564 Dodge Street.

Advertising rates, agate, 3 cts. a line each insertion.

CATHOLIC UNION AND TIMES—Every Thursday. Catholic. Established 1871. Buffalo Catholic Publication Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 62,708; 12 pages, 4 columns, length of columns 12½ in.; width, 2¼ in. Office, St. Stephen's Hall.

Advertising rates, agate, \$2 an inch, with discounts.

C. M. B. A. ADVOCATE—Monthly (1st). Catholic-Fraternal. Established 1904. Supreme Council Catholic Mutual Benefit Association publishers. Subscription 25 cts.; claimed average circulation for year 1913, 62,708; 12 pages, 4 columns, length of columns 12½ in.; width 2¼ in. Can use matrices, forms close 25th of month preceding. Office St. Stephens Hall.

Advertising rates, 30 cts. a line. Reading notices 50 cts. a line.

COMMERCIAL—Every evening except Sunday. Republican. Established 1811. James D. Warren's Sons Company, publishers. Subscription, \$6; claimed average circulation for year 1913, 10,000; 10 to 16 pages, 7 columns; length of columns, 21¼ in. Can use matrices. Office, cor. Washington and No. Division Streets.

Advertising rates, agate, 15 cts. a line; one week, 90 cts.; one month, \$1.56; three months, \$3.12; six months, \$4.68; one year, \$7.80; e. o. d., ¾; twice a week, ½; once a week, ¼ daily rates. Classified, 1c. a word. Local reading notices, 30 cts. a line.

See advertisement on page 442.

COURIER—Every morning including SUNDAY, and ENQUIRER, every evening except Sunday. Democratic. Established 1828. W. J. Conners, publisher. Subscription, morning or evening, \$3; Sunday, \$2.50; sworn average circulation for year 1913, morning, 61,755*; evening, 47,556*; Sunday, 103,269*; morning or evening, 10 to 16 pages; Sunday, 60 to 80 pages, morning or evening, 8 columns; Sunday 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, for COURIER and ENQUIRER combined, or Sunday 15 cts. per line, 1,000 lines, or 26 insertions, 14 cts.;

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3,000 lines, or 52 insertions, 13 cts.; 5,000 lines or 78 insertions, 12 cts. Special positions 10 and 25% additional. Reading notices, 50 cts. a line, with discount on 100 lines and over; telegraphic and first page readers, \$2 per line (10 lines to the inch). Classified, 2 cts. a word, or 12 cts. a line (minimum charge, 30 cts.). Courier only, 1c. a word.

See advertisement on page 490.

DEMOKRAT—Every evening except Sunday. German. Independent Democratic. Established 1837. F. C. B. Held, publisher. Subscription, daily, \$6.50; sworn average circulation for six months prior to April 1914, 10,327* net paid; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 254 Main Street.

Advertising rates, 75 cts. an inch; one week, \$3; one month, \$8; three months, \$18; six months, \$30; one year, \$50. Reading notices, nonpareil, 15 cts. a line; classified, 1c. a word.

DZIENNIK DLA WSZYSTKICH—Daily including Sunday. Polish. Non-Partisan. Established 1907. Everybody's Daily Publishing Co., publishers. Subscription, \$3; sworn average circulation for first six months prior to April 1914, 10,470; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 928 Broadway.

Advertising rates, 60 cts. an inch; 500 in., 50 cts.; 1,000 in., or more, on yearly contract 40 cts. an inch. Reading notices, 10 cts. a line. Classified, 5 cts. a line.

EAST SIDE NEWS—Every Wednesday. Independent. Established 1908. East Side News Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 8,248; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 75 cts. an inch; 2 to 15 times, 60 cts. an inch. Full or preferred positions, 10% additional. Reading notices (heads count two lines) 20 cts. a line. Classified, 1c. per word.

ENQUIRER—See Courier, Also advertisement on page 490.

EXPRESS—Every morning except Sunday, **ILLUSTRATED EXPRESS**, Sundays. Independent Republican. Established 1846. The J. N. Matthews Co., owners. Subscription, daily, \$3; Sunday, \$2.50; claimed average circulation for year 1913, daily, 41,346; Sunday, 60,000; daily, 12 to 16 pages; Sunday, 54 to 60 pages, 7 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices, and fine halftones in Sunday edition. Office, 177-183 Washington Street.

Advertising rates, agate, daily, 15 cts. a line; 2 times, 12 cts.; 26 times, 10 cts.; 52 times, 9 cts.; 78 times, 8 cts.; 156 times, 7 cts. a line; 1,000 lines within one year, 12 cts.; 2,000 lines, 10 cts.; 3,000 lines, 9 cts.;

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4,000 lines, 8 cts.; 5,000 lines, or more, 7 cts. a line. **SUNDAY** edition, 20 cts. a line; 2 3 or 4 times, 16 cts.; 5 times, 15 cts.; 9 times, 14 cts.; 13 times, 13 cts.; 26 times, 12 cts.; 52 times, 10 cts. a line, per time. Open space used within one year, 1000 lines, 16 cts; 2,000 lines, 15 cts. a line; 3,000 lines, 14 cts.; 4000 lines, 13 cts.; 5,000 lines, or more, 12 cts. a line. Preferred position, in halftone section, 25 cts. extra. Reading notices, daily, 25 cts. a line; first page readers, 50 cts. a line; Sunday, 50 cts. a line; first page, \$1 a line. Classified, daily or Sunday, 1c. a word. Special rate for summer or winter resort; new publications; school and college advertising, daily or Sunday, 10 cts. a line.

FREIE PRESSE—Every evening except Sunday; and **WEEKLY**, Thursdays. German, Republican. Established 1855. Reinecke & Zesch, publishers. Subscription, daily, \$6.50; weekly, \$2; circulation—not given by publishers; daily, 4 to 6 pages; weekly, 4 pages; daily, 8 columns; weekly, 9 columns; length of columns, daily, 23½ in.; weekly, 25½ in.; width, 2½ in. Office, 352 Ellicott Street.

Advertising rates, 75 cts. an inch, with discounts on time contracts. Reading notices, 15 cts. a line.

GAZETA BUFFALOSKA—Every Wednesday. Polish. Republican. Established 1900. Wincenty Smolczynski and Son, publishers. Subscription, \$1; claimed average circulation for year 1913, 6,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 865 Filmore Avenue.

Advertising rates, 35 cts. an inch, with discounts.

HACIENDA—Monthly (15th of month preceding). Spanish-Export. Established 1905. W. F. Wendt Publishing Co., publishers. Subscription, \$3; detailed average circulation, 1913, Spanish edition, 23,086*; Portuguese edition, 9,409*; 108 pages, 2 columns; length of columns, 9 in.; width, 3½ in. Cannot use matrices. Forms close 5th. month preceding. Office, New Sidway Building.

Advertising rates upon application.

HORSE WORLD—Every Tuesday. Breeding and Turf. Established 1887. The Horse World Co., (Inc.), publishers. Subscription, \$2; claimed average circulation for year 1913, 10,000; 20 to 24 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close Monday preceding. Office, 1028 Marine Bank Bldg.

Advertising rates, 1 inch, one time, \$2.50; one month, \$9.25; three months, \$21; six months, \$36; one year, \$58.

ILLUSTRATED EXPRESS—Sunday edition of Express, which see.

INFORMER—See Detroit, Mich.

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NATIONAL MONTHLY AND LITERARY MAGAZINE SECTION—Monthly. Literary. Established 1909. Norman E. Mack, editor and publisher. Subscription, \$1; also issue Literary Magazine Section, circulated through about 40 newspapers on first Sunday or Saturday or during first week of each month, guaranteed combined average circulation for year 1914-15, 300,000; 4 columns length of columns, 13 in.; width, 2½ in. Forms close 6th preceding month. Can use matrices.

Advertising rates, agate, in combination, \$1 a line.

See advertisement on page 542.

NATIONAL STOCKMAN AND FARMER—See Pittsburg, Pa.

NEWS—Every evening except Sunday, and **SUNDAY MORNING NEWS**. Republican. Established 1873. E. H. Butler, publisher. Subscription, daily, \$3; Sunday, \$2.50; sworn average circulation for first four months 1914, daily, 98,593*; Sunday, claimed, 26,000; daily, 14 to 24 pages; Sunday, 56 to 68 pages; daily or Sunday, 8 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, 218 Main Street.

Advertising rates, daily, 20 cts. per line; 13 insertions or 1,000 lines, 15½ cts.; 26 insertions or 2,000 lines, 15 cts.; 52 insertions or 3,000 lines, 14½ cts.; 104 insertions or 5,000 lines, 14 cts. Preferred position, 10 and 25% extra. Pure reading notices, first page, \$1.50 a line; society page, 75 cts.; other pages, 50 cts.; telegraphic readers, inside pages, \$1 a line. Classified, daily or Sunday, 2 cts. per word. Small classified advertisements, displayed, 20 cts. a line. Sunday display, 5 cts. a line. Reading notices, 25 cts. a line.

See advertisement on page 474.

POLAK W AMERYCE—Every evening except Sunday. Polish. Independent. Established 1886. Estate of Rev. John Pitass, publisher. Subscription, \$3; claimed average circulation for three months ending June, 1914, 4,950; 4 to 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 389 Peckham Street.

Advertising rates, 35 cts. an inch; 3 times, 30 cts.; one week, 25 cts.; one month, 20 cts.; three months, 18 cts.; six months, 17 cts.; one year, 16 cts. an inch, per time; preferred position, 10 and 25% extra. Open space, within one year, 100 in., 30 cts. an inch; 250 in., 25 cts.; 500 in., 23 cts.; 1,000 in., 20 cts. an inch. Classified, 1c. a word. Reading notices, 15 cts. a count line; telegraphic readers, 25 cts. a count line.

TIMES—Every evening except Sunday, and **SUNDAY MORNING**. Democratic. Established 1877. Norman E. Mack, publisher. Subscription, daily, \$3; Sunday, \$2.50; claimed average circulation for year 1913, daily, 62,000; Sunday, 63,000; daily, 10 to 24 pages, 8 columns; Sunday, 60 to 88 pages,

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7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 193-195 Main Street.

Advertising rates, daily, or Sunday, 18 cts. a line; open space within one year, 1,000 lines, 15 cts.; 2,500 lines, 11 cts.; 5,000 lines to 5,000 lines, 9 cts.; 5,000 lines or more, 8 cts. a line. Preferred positions 10 and 25% extra. Pure reading, 50 cts. a count line, with discount on 50 lines and over; locals, 25 cts. a count line, with discount on 100 lines and over; telegraphic readers, 75 cts. a line. Classified, 1c. a word; in caps, 2 cts. a word; dashes or black lines, 7 cts. a line; under special classification, 15% extra. Thursdays and Fridays editions subject to advance of 25% over rates above quoted.

TRUTH—Every Thursday. Republican. Established 1903. Mark H. Hubbell, editor and publisher. Subscription, \$2; claimed average circulation for year 1913, 12,500; 20 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Can use matrices. Office, 459 Washington Street.

Advertising rates \$1 an inch. Reading notices, 15 cts. a line.

VOLKSFREUND—Every evening except Sunday. German. Democratic. Established 1868. Buffalo Volksfreund Printing Co., publishers. Subscription, \$6; claimed average circulation for, 1913, 9,291; 8 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Office, 46-48 Broadway.

Advertising rates, agate, \$1 an inch; 2 days, 85 cts.; 3 days to week, 75 cts.; 500 in. within one year, 50 cts.; 2,000 in., 40 cts.; 5,000 or more in., 25 cts. an inch. Classified, 1c. a word. Reading matter, 15 cts. a line; 1,000 lines or over, 10 cts. a line.

COOPERSTOWN—Population 2,484. On Susquehanna River, Otsego Lake and C. & O. V. R. R. Summer resort and enjoys large trade as distributing point for the surrounding country. Industries include publishing house; cheese and ice cream factory.

AMERICAN MOTHERHOOD—Monthly. Parents and Home. Established 1895. The Arthur H. Crist Co., publishers. Subscription, \$1; sworn average circulation for year 1913, 102,000*; 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 3rd and 5th of preceding month.

Advertising rates, agate, 50 cts. a line; one page, \$100; ½, ¼, ⅓ page, pro rata.

OTSEGO FARMER—Every Friday. Republican. Established 1886. The Arthur H. Crist Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 5,400; 8 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can not use matrices.

Advertising rates, 80 cts. an inch, with discounts for time and space.

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TABLE TALK—Monthly (25th). Culinary. Established 1885. Arthur H. Crist Co., publishers. Subscription, \$1; claimed average circulation, for year 1913, 12,250; 64 to 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 8th of preceding month.

Advertising rates, agate, \$2.25 an inch; full page, \$36; ¼, ¼ and ½ pages pro rata.

CORNING—Population 13,730. On Chemung River and three railroads. An important wholesale jobbing center in grocery and confectionary lines. Dairy and tobacco growing and coal mining extensively engaged in. Industries include glass cutting works, foundries, railroad repair shops, and cigar, railroad car and glass factories. Also manufacture silk gloves, clay products and iron bridges.

LEADER—Every evening except Sunday. Independent Democratic. Established 1884. E. S. Underhill, publisher. Subscription, 2 cts. a copy; sworn average circulation for year ending March, 1914, 8,305* net paid; 8 to 16 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; 50 in., within one year, 30 cts. an inch; 100 in., 25 cts.; 200 in., 22 cts.; 300 in., 20 cts.; 400 in., 19 cts.; 500 in., or more, 18 cts. an inch. Composition, 5 cts. an inch, extra. Classified, 1c. a word, first time; ½c., after. Reading notices, 10 cts. a line.

CORTLAND—Population 11,504. Located 36 miles from Syracuse on Del. Lac. and West, and the Lehigh Val. Ry. systems. Industries consist of machine shops; foundries; carriage, wagon, wheel and corundum works; wire cloth, netting, nail, wall paper, skirt, silk, auto truck, canning, milk, flour and hardware factories. A State Normal and Training School is located here.

STANDARD—Every evening except Sunday. Republican. Established 1892. Cortland Standard Printing Co., (Inc.), publishers. Subscription, \$5; sworn average circulation for six months ending March 31, 1914, 4,465* net paid; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 25 cts. an inch; 25 in., within one year, 22 cts.; 50 in., 20 cts.; 100 in., 18 cts.; 300 in., 16 cts.; 500 or more in., 14 cts. an inch. Reading notices, 10 cts. a line, with discount of 25 or 50% on 500 or 1,000 lines. Classified, 1c. per word.

DANSVILLE—Population 3,938. Two railroads. In the center of an excellent stock raising and agricultural district. Grapes grown extensively. Has machine shops and flour mills. Center of great nursery industries.

NORMAL INSTRUCTOR AND PRIMARY PLANS—Monthly, except July and August.

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Educational. Established 1891. F. A. Owen Publishing Co., publishers. Subscription, \$1.25; claimed average circulation for year 1913, exceeding 110,000; 72 to 80 pages, 4 columns; length of columns, 12¼ in.; width, 2¼ in. Forms close 5th preceding month.

Advertising rates, agate, 50 cts. a line; 1 page, (684 lines), \$256.50; ¼ page, \$145.30; ½ page, \$76.95; 4th cover page (2 colors), \$300.00.

EAST AURORA—Population 2,781. On Pennsylvania R. R. In the center of fine agricultural region and of which it is the distributing center. Has large creamery interests and industries include planing mill and an agricultural implement factory. Home of the Roycrofters, who conduct a printing plant, bookbinding, metal and leather shop, power plant, bank and in connection a farm.

FRA—Monthly. Literary. Established 1908. Elbert Hubbard, publisher. Subscription, \$2; detailed average circulation; for year ending April 1914, 52,007*; 64 pages, 2 columns, length of columns, 10½ in.; width 3½ in. Forms close 10th preceding month.

Advertising rates, magazine page (224 lines), \$75; full page (7x10½), \$100; ½ page, pro rata; ¼ page, \$30; back cover, \$200; inside covers, \$125.

PHILISTINE—Monthly. Critical. Established 1895. Elbert Hubbard, publisher. Subscription, \$1; claimed average circulation for year 1913, 102,000; 32 pages, 1 column; length of columns, 5½ in.

Advertising rates, \$100 a page; ¼ and ½ pages, pro rata.

ELMIRA—Population 37,176. On Chemung River and four railroads. Industries include a branch of the Overland Automobile Company, employing about 2,000 men; the American Lee France Fire Engine Company, largest manufacturing plant of fire fighting apparatus in the world; the manufacture of valves, motor cars, trucks and auto supplies; farming implements, edge tools, iron castings, cars, cabinets, milk bottles, aluminum ware, lubricators and coaster brakes; silk and knitting mills and steel structural work. Also has railroad work shops. The State Reformatory and Elmira College for women located here. Annual value of manufactured products, \$10,500,000.00.

ADVERTISER—Every morning and evening except Sunday. Republican. Established 1848. Elmira Advertiser Association, publishers. Subscription, \$3; by mail; sworn detailed average circulation for six months prior to April, 1914, 12,014* net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 25 cts. an inch; full position, 30 cts. an inch. Classified, 1c. a

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word, first insertion; $\frac{1}{2}$ c. a word subsequent consecutive insertions. Reading notices, 10 cts. a count line; telegraphic readers, 25 cts. a line.

PENDIATRICS—See, New York City.

POULTRY REVIEW—Monthly (1st). Poultry and Agricultural. Established 1903. E. R. Philo, publisher. Subscription, \$1; circulation—not given by publisher; 64 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{4}$ in. Can not use matrices.

Advertising rates, agate, 30 cts. a line; 1,000 lines, within one year, 25 cts. a line.

STAR-GAZETTE—Every evening except Sunday. Established 1828. Star-Gazette Co., publishers. Subscription, \$3; sworn detailed average circulation for nine months ending April 30, 1914, 19,281* net; 10 to 32 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 52 times or 1,000 lines, 4 cts.; 104 times or 3,000 lines, $3\frac{1}{2}$ cts.; 156 times or 5,000 lines, 3 cts. a line. Preferred position, 25% extra. Mail order, $3\frac{1}{2}$ cts. a line, flat. Classified, 1c. a word. Reading notices, 15 cts. a count line; telegraphic readers, 50 cts. a count line. See advertisement on page 442.

TELEGRAM—Every Sunday. Neutral. Established 1879. Harry S. Brooks, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 50,000; 16 to 32 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Forms close 5 days in advance. Can use matrices.

Advertising rates, agate, 12 cts. a line, flat. Reading notices, 20 cts. a line.

See advertisement on page 487.

FLORIDA—Population 600. Two railroads. Agriculture, confined very largely to onion growing. Bank clearings for 1913, \$2,500,000.00. Annual value of manufactured and agricultural products, \$3,000,000.00.

STAMP JOURNAL—Monthly. Philatelic. Established 1908. Clarence P. DeKay, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 9,700 net; 60 pages, 2 columns; length of columns, 7 in.; width, $2\frac{1}{2}$ in.

Advertising rates, \$1 an inch.

GARDEN CITY—Population 750. In the center of an agricultural district, 20 miles distant from Brooklyn. Its industries are confined exclusively to publishing interests.

COUNTRY LIFE IN AMERICA—Monthly. Outdoor Work and Pleasure. Agricultural.

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Literary. Established 1901. Doubleday, Page & Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 37,000; 3 columns to page; length of columns, 12 in.; width, $2\frac{1}{2}$ in.

Advertising rates, agate, 75 cts. a line; full page (504 lines), \$300; $\frac{1}{2}$ or $\frac{1}{4}$ page, pro rata. Special rate for cover pages. Discount, 5 or 10% on 6 or 12 consecutive insertions. Classified, \$7 an inch.

GARDEN MAGAZINE AND FARMING—Monthly. Horticultural. Established 1905. Doubleday, Page & Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 31,449; 64 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Forms close 12th of preceding month.

Advertising rates, agate, 43 cts. a line; one page, \$170; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

MOTOR LIFE—Monthly (22nd preceding month). Automobile and Good Roads. Established 1907. Motor Life Publishing Co., publishers. Subscription, \$1.50; sworn detailed average circulation statement for 1913, 50,000*; 60 pages, 4 columns; length of columns, $12\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Forms close 10th of preceding month.

Advertising rates, agate, 75 cts. a line, flat; full page (688 lines), \$275.20; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ page, pro rata. Cover pages in colors upon application. Classified, 7 cts. per word.

SHORT STORIES—Monthly. Fiction. Established 1890. Doubleday, Page & Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 100,000; 144 pages; length of columns, 8 in.; width, $2\frac{3}{4}$ in. Forms close 25th of second preceding month. Office, 11 W. 32 St., New York City.

Advertising rates, agate, 50 cts. a line; \$6.50 an inch; $\frac{1}{8}$ page, \$12.50; $\frac{1}{4}$, $\frac{1}{2}$ and 1 page, pro rata. 5 and 10% discount on six and twelve month contracts.

WORLD'S WORK—Monthly (29th). Social and Economic Review. Established 1900. Doubleday, Page & Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 117,700*; 120 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 5th of preceding month.

Advertising rates, agate, \$1 a line; one page, \$200; $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata. Discounts 3 months, 5%; 6 months, 10%; one year, 20%. Three pages or more, used within one year, at yearly rate.

GENEVA—Population 12,446. On Seneca Lake, New York Central and Lehigh Valley railroads. Excellent farming country; extensively devoted to fruit raising and fruit tree nurseries. Industries include brewery;

Do you know into just what niche of your business the Advertising Agency fits? If not, it will be profitable for you to ask us—and a pleasure for us to tell you.

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malt houses; preserving, glass bottle, iron tank and wagon works, boat-building yards; stove foundries; cereal products, razor strap and scyth factories; engine, boiler, razor, optical, motor boat and marine engine works. Hobart College, for men; William Smith College, for women and State Agricultural Experiment Station located here.

TIMES—Every evening except Sunday. Republican. Established 1895. Geneva Printing Co., publishers. Subscription, \$5; sworn detailed average circulation for 1913, 5,180*; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; 100 in., within one year, 25 cts.; 500 in., 20 cts.; hotels, 40 cts. an inch, flat. Composition, 5 cts. an inch extra. Position, 10 and 25% extra. Reading notices, 10 cts. a line. Classified, 1c. a word.

GLENS FALLS—Population 15,243. On Hudson River and D. & H. R. R. Industries include paper, pulp and grist mills, paper mill machinery, match, lantern, carriage and cigar factories, shirt, shirtwaist, collar and cuff factories, lime quarries, brick and Portland cement works.

POST-STAR—Every morning except Sunday. Independent Democratic. Established 1904. Glens Falls Post Co. (Inc.), publishers. Subscription, \$5; sworn average circulation for year ending June 1914, 5,605* net; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 17 cts. an inch, flat; special position charges 12½ and 25% extra. Reading notices, 10 cts. a count line; telegraphic, 15 cts. a count line. Classified, 1c. per word.

TIMES—Every evening except Sunday. Republican. Established 1878. Glens Falls Publishing Co., publishers. Subscription, \$5; claimed average circulation for 1913, 5,050; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 100 in., 25 cts.; 500 in., 17 cts.; 1,000 in., 13 cts. an inch. Composition, 5 cts. per inch additional. Preferred position, 10 and 25% extra.

GLOVERSVILLE—Population 20,642. On F. J. & G. R. R. Extensively engaged in the manufacture of gloves and mittens, being the largest center of the country in such industry. Annual value of manufactured products, \$12,000,000.00.

HERALD—Every morning except Sunday. Independent. Established 1897. Morning Herald Co., publishers. Subscription, \$4; sworn average circulation for six months ending March 31, 1914, 7,094* net paid; 8 to 10 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

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Advertising rates, 35 cts. an inch; 100 in., 28 cts.; 300 in., 21 cts. Classified, 1c. a word. Reading notices, 10 cts. a line; telegraphic readers, 30 cts. a line.

See advertisement on page 442.

LEADER-REPUBLICAN—Every evening except Sunday. Republican. Established 1887. Wm. B. Collins Co., publishers. Subscription, \$4; sworn average circulation for year ending April 1914, 5,964*; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 30 cts. an inch, ranging down to 15 cts. an inch on space contracts for 25 to 500 in. Composition, 5 cts. an inch additional. Special positions, 10 and 25% extra. Reading notices, 10 cts. a line. Classified, 5 cts. a line.

HORNELL—Population 13,617. Two railroads. Distributing center for an excellent agricultural section. Industries include manufacture of silk cloth, and gloves. Also iron foundry and railroad repair shops. Annual value of manufactured products \$3,800,000.00. Bank clearings during 1913, \$7,500,000.00

TRIBUNE-TIMES—Every evening except Sunday. Democratic. Established 1873. W. H. Greenhow Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April 1914, 6,011* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 35 cts. an inch; 25 in., 30 cts.; 50 in., 25 cts.; 100 in., 20 cts.; 200 in., 18 cts.; 300 in., 17 cts.; 400 in., 16 cts.; 500 or more in., 15 cts. an inch. Preferred position, 10 and 25% extra. Classified, 1c. a word. Reading notices, 10 cts. a count line; telegraphic readers, 25 cts. a count line.

ITHACA—Population 14,802. Located at the southern end of Lake Cayuga, on three railway systems. The surrounding farming community is the richest in the state, its fruit being known far and wide. Center of coal distribution from the Pennsylvania mines. Other industries include manufacture of clocks, guns, wall paper, chain belting, salt, incubators, gas engines and mufflers, cement, glass, barrels, coal bags, auto phones, cigars, novelty signs, agricultural implements, steam traction engines, paper and flour. Cornell University and New York State College of Agriculture are located here.

JOURNAL—Every evening except Sunday. Republican. Established 1815. Frank E. Gannett, publisher. Subscription, daily, \$6; sworn detailed average circulation for six months ending May 1914, 5,341* net; 10 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 100 in., 50 cts.; 300 in., 35 cts.; 500 in., 21 cts. an inch.

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Full position, 25% extra. Reading notices, 10 cts. a count line. Classified, 1c. per word. See advertisement on page 442.

NEWS—Every evening except Sunday. Democratic. Established 1895. Forest City Printing Co., publishers. Subscription, \$5; claimed average circulation for six months ending Dec., 1913, 4,193; 10 to 16 pages, 7 columns, length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; on yearly contract, 50 in., 30 cts.; 100 in., 20 cts.; 250 in., 15 cts.; 500 or more in., 12 cts. an inch. Composition, 5 cts. an inch additional. Special position, 25% extra. Reading notices, 10 cts. a line; on yearly contract, 500 or more lines, 5 cts. a line. Classified, 1c. per word.

JAMESTOWN—Population 31,297. On Chautauqua Lake and two railroads. Distributing center for fine agricultural region. Has excellent water power and industries include worsted and woolen mills, yarn factories, piano factory, metal vault and bank furniture plant, furniture and chair factories, cotton and towel mills and photographic paper plant, also lumber and flour mills. Annual value of manufactured products, \$15,000,000.00.

JOURNAL—Every evening except Sunday, and **TRI-WEEKLY**, Tuesdays, Thursdays and Saturdays. Republican. Established 1826. Journal Printing Co., publishers. Subscription, daily, \$5; tri-weekly, \$1.50; sworn average circulation for six months prior to April 1914, daily, 5,448* net paid; tri-weekly, 5,971* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 30 cts. an inch; 25 in., 25 cts.; 50 in., 22 cts.; 100 in., on yearly contract, 20 cts.; 200 in., 18 cts.; 300 in., 17 cts.; 400 in., 16 cts.; 500 in., 15 cts. an inch. Composition, 5 cts. an inch extra. Special positions, 10 or 25% extra. Classified, 1c. a word. Reading notices, 10 cts. a line. **TRI-WEEKLY**, 40 cts.; 100 in., on yearly contract, 30 cts.; 200 in., 25 cts.; 300 in., 23 cts.; 400 in., 21 cts.; 500 in. or more, 20 cts. an inch.

NURSE—Monthly (1st). Nursing and Medical. Established 1914. The Nurse Publishing Co., publishers. Subscription \$2; guaranteed average circulation for year 1914-15, 10,000*; 00 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 10th of month preceding.

Advertising rates, full page, \$50; 6 times, \$46.00; 12 times \$43; ½ page, \$28; \$26 or \$24.50; ¼ page, \$15, \$14, or \$13 each insertion.

POST—Every morning except Sunday. Republican. Established 1901. Post Publish-

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ing Co., publishers. Subscription, \$5; sworn detailed average circulation for year ending June 1914, 7,605* net paid; 10 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 100 in. on yearly contract, 28 cts. an inch; 250 in., 24 cts.; 500 in., 22 cts.; 1,000 in. or more, 21 cts. an inch. Preferred positions, 10 or 25% extra. Mail order copy, 22 cts. an inch. Classified, 1c. a word. Reading notices, 10 cts. a line; telegraphic readers, 20 cts. a line.

SKANDIA—Every Thursday. Swedish. Progressive-Republican. Established 1901. Liberty Printing Co. (Inc.), publishers. Subscription, \$1; claimed average circulation for year 1913, 5,750; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch. Reading notices, 5 cts. a line. Special position, 25% extra. Discount of 20% display or readers on contracts of 3 months or more.

KINGSTON—Population 25,908. On Hudson River; Albany & West Shore; Ulster & Del.; and New York, Ontario & Western Railway Systems. The principal industries are: Blue stone quarries; iron and bronze casting foundries; cigar, shirt, soap and candle factories; brick, cement, gun powder and boat building works.

FREEMAN—Every evening except Sunday. Republican. Established 1871. Freeman Publishing Co. (Inc.), publishers. Subscription, \$5; sworn average circulation for first months prior to April, 1914, 5,450* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates upon application.

LISLE—Population 329. D., L. & W. R. R. Dairying is the principal industry, shipments of butter being made extensively. Also has furniture and lumber manufactures.

FEATHERED WARRIOR—Monthly (1st). Poultry and Game Fowl. Established 1904. W. M. Storrs, publisher. Subscription, 50 cts.; circulation—not given by publisher; 72 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Forms close 15th of preceding month.

Advertising rates, \$1 an inch, flat.

LOCKPORT—Population 17,970. On Erie Canal and two railroads. In the center of a farming country, largely devoted to fruit and grain growing. Has abundant water power. Industries include steel factory, smelting works, iron foundry, rolling mills, machine shops, automobiles, pumping and brass bedstead works, flour mills, broom factories, fibre works, paper and pulp mills. Annual value of manufactured pro-

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ducts, \$10,000,000.00. Combined bank resources for 1913, \$9,000,000.00.

UNION SUN—Every evening except Sunday. Democratic. Established 1821. Corson Mfg. Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 5,234* net paid; 8 pages, 7 or 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 25 in., 27 cts.; 50 in., 24 cts.; 100 in., within one year, 24 cts.; 200 in., 20 cts.; 300 in., 19 cts.; 400 in., 19 cts.; 500 in. or more, 17 cts. an inch. Composition, 5 cts. an inch extra. Preferred position, 10 and 25% extra. Reading notices, 10 cts. a count line; on 500 line contract, 5 cts. a line; telegraphic, 25 cts. a count line. Classified, ¼ c. per word.

LONG ISLAND CITY—Located on East River, and a part of New York City (Borough of Queens).

STAR—Every evening except Sunday. WEEKLY STAR, Friday, and GREENPOINT WEEKLY STAR, Saturday. Independent Democratic. Established 1865. Long Island Star Publishing Co., publishers. Subscription, daily, \$3; weekly, \$2; Greenpoint Weekly, \$2; claimed circulation for year 1913, daily, 12,500; weekly, 6,200; Greenpoint Weekly Star, 8,600; daily, 8 pages; weeklies, 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, agate, 8 cts. a line; Weekly Star, 8 cts.; Greenpoint Weekly, 8 cts.; daily and either weekly, one week, 26 cts. a line; daily and both weeklies, one week, 32 cts.; the two weeklies, combined, 15 cts. a line. Discount for time. Preferred position, 25% extra. Classified, 25 words, 3 times, 25 cts. Reading notices, 50 cts. a line.

MALONE—Population 6,467. Located on the N. Y. Cent. & Hudson River Railway, in the center of a thriving agricultural district and is the trade center for forty miles in either direction. Principal industries are iron foundry, machine shops, pants and broom factories, woolen, paper, pulp and flour mills.

FARMER—Every Wednesday. Republican. Established 1881. Stevens and Turner Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,600; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can not use matrices.

Advertising rates, 17½ cts. an inch. Composition, 5 cts. an inch additional. Special position, 10% extra.

TELEGRAM—Every evening except Sunday. Republican. Established 1905. Charles M. Redfield, editor and publisher. Subscription, \$5; sworn—detailed average circulation for year 1913, 4,538* net; 8 to 10 pages, 7 columns, length of columns, 21 in.; width, 2 1/5 in. Can not use matrices.

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Advertising rates, 20 cts. an in.; first insertion, and 15 cts. an inch, thereafter; 1,000 in., or more on contract, 10 cts. an inch. Special position or composition, 5 cts. an inch extra. Readers foot of reading column, 1c per word; amongst locals, 5c. per word. Classified, 1c. per word.

MIDDLETOWN—Population 15,313. Located in the center of famous Orange County, on four railway systems. Distributing center for farming section. Industries include immense car shops, one of the largest tanneries in the world, condensed milk works, farming implement, carpet bag, piano, straw hat, wool hat, blanket, shirt, cut glass, saw and file factories and iron works. New York State Homeopathic Hospital for the Insane and Thrall Hospital are located here.

ARGUS—Every evening except Sunday. Independent Democratic. Established 1876. Argus & Mercury Publishing Co. (Inc.), publishers. Subscription, \$3.50; sworn detailed average circulation for year 1913, 5,277* net paid; 8 pages, 7 columns; length of columns, 20¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, 35 cts. an inch; 25 in., 25 cts.; 50 in., 20 cts.; 100 in., 15 cts.; 200 in., 13 cts.; 300 in., 12 cts.; 400 in., 11 cts.; 500 in. or more, 10 cts. an inch. Composition, 5 cts. an inch additional. Reading notices, 10 cts. a line. Classified, 1c. per word.

TIMES-PRESS—Every evening except Sunday. Republican. Established 1851. Stivers Printing Co., publishers. Subscription, \$3.50; sworn average circulation for year ending March 31, 1914, 5,365* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices, but charge 2 cts. an inch extra.

Advertising rates, 75 cts. an inch; 50 in., on yearly contract, 50 cts.; 100 in., 25 cts.; 200 in., 20 cts.; 300 in., 18 cts.; 400 in., 16 cts.; 500 in., 15 cts.; 1,000 in. or more, 12 cts. an inch. Composition, 5 cts. an inch additional. Preferred position, 10, 25, 50 or 75% extra. Composition, 5 cts. an inch extra. Reading notices, 15 cts. a count line, with discount on 500 lines and over; first page, or telegraphic readers, 50 cts. a line. Classified, 1c. per word.

MILFORD—Population 511. On Susquehanna River and C. & C. V. R. R. Center of farming district, devoted largely to hop growing.

TEACHERS' GAZETTE—Monthly, except July and August. Educational. Established 1897. John Wilcox, publisher. Subscription, 25 cts.; claimed average circulation for year 1913, 10,000; 20 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Forms close 10th preceding month.

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Advertising rates, \$1 an inch; one column, \$7.50; $\frac{1}{2}$ page, \$10; one page, \$15.

MT. VERNON—Population 30,919. Three railroads. Adjoining New York City, fourteen miles distant from Grand Central Depot, and a suburb thereof, being largely a residential town.

ARGUS—Every evening except Sunday. Independent. Established 1892. Stiles & Merriam (Inc.), publishers. Subscription, \$3.60; sworn average circulation for six months prior to April, 1914, 5,444* net paid; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, 50 cts. an inch; 50 in., on yearly contract, 40 cts.; 100 in., 30 cts.; 200 in., 25 cts.; 300 in., 23 cts.; 500 in., 22 cts.; 750 in., 21 cts.; 1,000 in., 19 cts. an inch. Allowance of 5 cts. an inch on electrotyped or matrice matter. Position, 10 or 25% extra. Reading notices, 5 cts. a count line; first page, 10 cts.; telegraphic readers, 20 cts. a line. Classified, 50 words. 25 cts.

NEWBURGH—Population 27,805. On Hudson River and three railroads. Has extensive trade in dairy products, flour, grain and coal. Industries include ship yards, flour, felt, woolen, cotton, machinery works, shirt and overall factories, plaster mills and foundries.

NEWS—Every evening except Sunday. Republican. Established 1885. The Newburgh News Printing & Pub. Co. (Inc.), publishers. Subscription, \$6; sworn average circulation for first six months 1914, 8,678*; 16 to 32 pages, 7 columns; length of columns, 22 in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, \$1 an inch; second insertion, 80 cts.; 100 in., on yearly contract, 50 cts.; 200 in., 45 cts.; 300 in., 40 cts.; 400 in., 35 cts.; 500 in., 30 cts. an inch. Composition, 5 cts. an inch additional. Specified position, 25, 50, 75 or 100% additional. Reading notices, 20 cts. a line; subsequent insertions, 15 cts.; 500 lines, on contract, 12 cts.; 1,000 lines, 10 cts. a line; first page, 30, 23, 18 or 15 cts. a line, respectively. Classified, 1c. per word.

NEW YORK—Population July 1, 1914, estimated by Federal Census Bureau—Manhattan Borough, 2,536,716; Brooklyn Borough, 1,833,696; Bronx Borough, 529,198; Queens Borough, 339,886; Richmond Borough, 94,043; total for New York City, 5,333,539. On Hudson River, East River and New York Bay. Terminus of 14 of the largest railroads radiating to all parts of the country; has one of the finest harbors in the world and is the commercial metropolis of the U. S. Foreign commerce comprises more than half the entire import and export trade of the nation and exceeds business done by any other port

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in the world; its domestic commerce is still greater. There are over 30,000 manufacturing establishments located here, some of the larger of which include furniture, sugar refining, tobacco and cigars, machinery, clothing, printing, publishing, musical instruments, malt liquors and lard refining. Seat of Columbia University, University of the City of New York, Cooper Institute, the great new Public Library, Museum of Natural History, Metropolitan Museum of Art and a number of other similar institutions. Bank clearings during year ending September 30, 1913, \$98,121,520,297; average daily transactions, \$323,833,400.

ADVENTURE—Monthly. Literary. Established 1910. Ridgway Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 224 pages, 2 columns; length of columns, 8 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Forms close 15th of second preceding month. Office, Spring and MacDougal Streets.

Advertising rates, third or second covers, \$150; back cover (3 colors), \$300.

ADVERTISING & SELLING—Monthly (10th). Distribution. Established 1891. Advertising & Selling Co., publishers. Subscription, \$2; circulation—not given by publisher; 90 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{2}$ in. Forms close 1st of month. Office, 95 Madison Ave.

Advertising rates, \$125 per page; 2 columns, \$87.50; one column, \$50. Discount on time orders.

AERONAUTICS—Semi-Monthly (1st and 15th). Aeronautic. Established 1907. Aeronautic Press, publishers. Subscription, \$3; circulation—not given by publisher; 64 pages and cover, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 250 W. 54th Street.

Advertising rates, full page, one time, \$40; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

AINSLIE'S MAGAZINE—Monthly. Literary. Established 1898. The Ainslee Magazine Co., publishers. Subscription, \$1.50; sworn detailed average circulation for year 1913, 228,366* net; 160 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 26th of second month preceding. Office, Seventh Avenue and Fifteenth Street.

Advertising rates, agate, \$1.25 a line. Full page, \$250; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata. Classified, \$1 a line. Combination display rate with Smiths' Magazine and Popular Magazine, \$3.18 $\frac{1}{4}$ a line; full page, \$641.25; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata. Classified in combined list, \$2.61 $\frac{1}{4}$ a line; with Top Notch, Peoples and New Story added, \$6 a line, including both issues of Popular and Top Notch.

See advertisement on page 471.

AIRCRAFT—Monthly. Aeronautical. Established 1910. The Lawson Publishing Co., publishers. Subscription, \$2; claimed aver-

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age circulation for year 1913, 10,500; 44 to 52 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 37 East 28th St. Advertising rates, 25 cts. a line; \$3 an inch; six insertions, \$2 an inch; full page, \$80; three months, \$75; six months, \$70; 12 months, \$60; ½, ¼ or ⅓ pages, pro rata.

ALL OUT DOORS—Monthly (1st). Sporting. Established 1913. All Outdoors (Inc.), publishers. Subscription, \$1; claimed average circulation for six months ending August, 1914, 25,000; 00 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close 5th of month preceding. Office, 145 West 36th Street.

Advertising rates, 20 cts. a line, with discount of 10% on 48 inches or more, or 12 consecutive insertions; 5% on six consecutive insertions.

ALL STORY—CAVALIER. Every Saturday. All Fiction. Established 1914. Frank A. Munsey Co., publishers. Subscription, \$4; circulation—not given by publisher; 2 columns to page; length of columns, 8 in.; width, 2½ in. Forms close Thursday, three weeks in advance. Office, 175 Fifth Avenue.

Advertising rates, 50 cts. a line; \$100 a page; ¼ and ½ pages, pro rata. Classified, 60 cts. a line; 10% discount on 6 consecutive insertions, classified only.

AMERICA & INDUSTRIAS AMERICANAS—See Export American Industries.

AMERICA—Sunday edition. Bollettino. Della Sera, which see.

AMERICA—Every Saturday. Catholic. Religious Review. Established 1909. The American Press, publishers. Subscription, U. S., \$3; Canada, \$3.50; foreign, \$4; circulation—not given by publisher; 3 columns; length of columns, 10 in.; width, 2½ in. Office, 55-57-59 East 83rd Street.

Advertising rates, agate, 25 cts. a line. Discount, 5, 10 and 20% on 3, 6 and 12 months, respectively.

AMERICAN—Every morning including SUNDAY. Independent. Star Co., publishers. Subscription, including daily, \$6; Sunday, \$2.50; circulation for six months prior to April, 1914, daily, 282,520* net paid; Sunday, 770,027* net paid; daily, 16 to 24 pages; Sunday, 66 to 110 pages; 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Park Row and Broadway.

Advertising rates, agate, daily, pages 2, 3, 4 and 5, 45 cts. a line; next reading, 50 cts.; full position, 55 cts.; regular pages, 40 cts. a line; next reading, 45 cts.; full position, 50 cts. Classified, automobiles, 35 cts. a line; financial, 40 cts.; publications, 25 cts.; Sunday and Wednesday (same copy), 50 cts. a line. Summer or winter resorts or country board, daily, 25 cts.; Sunday, 30 cts. a line; three times a week, 75 cts.; seven times in

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two weeks, \$1.50. Help wanted, agate lower case, 3 cts. per word; three times, 7 cts.; seven times, 15 cts. per word; caps, 5 cts. per word; three times, 12 cts.; seven times, 25 cts. per word; broken lines and white space in ads, 20 cts. a line; three times, 50 cts.; seven times, 80 cts. per word. Educational under help wanted classifications, 40 cts. a line. Agents, canvassers and solicitors, daily, 4 cts. a word; Sunday, 6 cts. a word; four consecutive Sundays, 20 cts. a word; seven consecutive times or e. o. d., 20 cts. a word. In display type, only two line letter is allowed, 27 letters lower case, 19 letters caps to a line; daily, 50 cts. a display line (2 agate lines); Sunday, 75 cts. Special notices, daily, 60 cts. a line. SUNDAY, first news section, display, 70 cts. a line; next reading, 75 cts.; full position, 80 cts. a line; news sections, 65 cts. a line; next reading, 70 cts.; full position, 75 cts. a line. Financial, 60 cts.; publications, 50 cts. a line. Special notices, first page, 75 cts. a line. Time and space discounts ranging from 2½ % on 52 insertions, or 5,000 lines within one year, to 10% on 156 insertions, or 20,000 lines. Double column advertisements must be at least 42 lines deep; triple column, 75 lines deep.

AMERICAN AGRICULTURIST—Every Saturday. Agricultural. Established 1842. Orange Judd Co., publishers. Subscription, \$1; sworn detailed average circulation for year 1913, 128,936*; 16 to 40 pages, 4 columns; length of columns, 13 11/14 in. (193 lines); width, 2½ in. Forms close Thursday preceding week. Office, 315 Fourth Avenue.

Advertising rates, agate, 50 cts. a line. Preferred position, 15 and 25% extra. Reading notices, \$1 a line. Publishes the Middle States edition at New York (AMERICAN AGRICULTURIST), Western edition at Chicago (known as the ORANGE JUDD FARMER), the New England States edition at Springfield (known as NEW ENGLAND HOMESTEAD), the Southern edition (known as SOUTHERN FARMING) and Northwest edition at Minneapolis, Minn. (known as NORTHWEST FARMSTEAD). Combined, sworn detailed average circulation for year 1913, 495,513*. Combined advertising rates for the five papers, \$2 a line. Reading notices in combined list, \$4 a line. Classified, rates on application. Also the National Farm Power combination, comprising the five ORANGE JUDD WEEKLIES, Springfield (Mass.), FARM AND HOME and ABERDEEN (S. D.) DAKOTA FARMER, with an average combined circulation of 1,140,000*. Advertising rate, agate, display, \$4.85 a line, flat.

AMERICAN BANKER—Every Saturday. Financial. Established 1836. Steurer Publishing Co., publishers. Subscription, \$5; claimed circulation for year 1913, 14,000; 80 to 96 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Office, 5 Beekman Street.

Advertising rates, 25 cts. a line; one month, 20 cts.; three months, 18 cts.; six months,

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17 cts.; one year, 15 cts. a line, per time; one inch, 3 months, \$30; 6 months, \$55; one year, \$100.

AMERICAN CITY—Monthly. Established 1909. The Civic Press, publishers. Sworn average circulation for five months ending May, 1914, 10,400; 180 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month. Office, 87 Nassau Street.

Advertising rates, page, \$80; ½ page, \$44; ¼ page, \$24; ⅓ page, \$13; three months, \$72, \$40, \$22, or \$12; six months, \$64, \$36, \$20 or \$11; one year, \$56, \$32, \$18 or \$10 an insertion respectively. Preferred positions, colored inserts or classified, upon application.

AMERICAN CLUB WOMAN—Monthly (1st). Woman's interests. Established 1909. American Club Woman Pub. Co., publishers. Subscription, \$1.50; detailed average circulation February 1st, 1914, 100,000*; 24 to 36 pages, 3 columns; length of columns, 9¾ in.; width, 3 in. Can use matrices. Forms close 10th of preceding month. Office, 35-37 West 39th Street.

Advertising rates, 25 cts. a line, flat; full page (400 lines), \$100; ½, or ¼ pages, pro rata; ⅓ page, \$20; back cover, \$150; second or third cover, \$125; two colors, \$25 additional.

AMERICAN ECONOMIST—Every Friday. Economic. Established 1888. American Protective Tariff League, publishers. Subscription, \$2; claimed circulation for year 1913, 8,730; 16 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 339 Broadway.

Advertising rates, \$2 an inch; one month, \$8; three months, \$21; six months, \$35; one year, \$60.

AMERICAN EDUCATIONAL REVIEW. See Chicago, Ill.

AMERICAN EXPORTER—Monthly. Export trade. English (14th) and Spanish (28th) editions each and Portuguese (21st) and French (21st) alternate months. Established 1837. Johnston Export Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 20,250*; 200 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 1st of month. Office, 17 Battery Place.

Advertising rates upon application.

AMERICAN FIELD. See Chicago, Ill.

AMERICAN FURRIER—Monthly, except December and January. English, German and French. Fashions. Established 1907. The Jno. J. Mitchell Co., publishers. Subscription, \$20; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 4th preceding month. Office, 41-43 West 25th Street.

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Advertising rates, ⅓ page, \$10; ¼ page, \$15; ½ page, \$25; one page, \$40. Discount on yearly contracts.

AMERICAN GENTLEMAN—Monthly (20th of preceding month) except January and July. Tailoring Fashions. Established 1901. American Fashion Co., publishers. Subscription, \$10; circulation—not given by publisher; 60 to 80 pages, 2 columns; length of columns, 13½ in.; width, 3¾ in. Can use matrices. Forms close 1st of preceding month. Office, 71 West 23rd Street.

Advertising rates, full page, \$35; ½ page, \$20; ¼ page, \$12.

AMERICAN GOLFER—Monthly. Golf. Established 1908. The American Golfer (Inc.), publishers. Subscription, \$3; circulation—not given by publisher; 64 to 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 49 Liberty Street.

Advertising rates, \$5 an inch; \$75 per page; ⅓, ¼ and ½ pages, pro rata. Discount, 5 and 10% on 6 and 12 months, respectively.

AMERICAN HATTER—Monthly (27th). Trade. Established 1872. The Hat Trade Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 5,000; 135 pages, 2 columns; length of columns, 10 in.; width, 3¼ in. Forms close 15th of current month. Office, 1182 Broadway.

Advertising rates, ⅓ page, \$20; ½ page, \$35; one page, \$60. Discount on 4, 8 or 12 insertions.

AMERICAN HEBREW AND JEWISH MESSENGER—Every Friday. Religious and Literary. Established 1879. The American Hebrew Publishing Co., publishers. Subscription, \$3. Circulation—not given by publisher; 3 columns to page; length of columns, 11¼ in.; width, 14 ems. Can use matrices. Forms close Thursday preceding. Office, 44 East 23rd Street.

Advertising rates, agate, 25 cts. a line; educational and summer resorts, 10 cts. a line; publishers, 15 cts.; financial and insurance, 30 cts. a line. Discount, three months, 10%; six months, 15%; nine months, 20%; one year, 25%. Reading notices, 50 cts. and \$1 per agate line.

AMERICAN HOME JOURNAL—Monthly. Literary and Mail Order. Established 1910. Albert D. Steffen, publisher. Subscription, \$1; claimed average circulation for six months ending December 1913, 50,000; 00 pages, 4 columns, length of columns, 10½ in.; width, 2½ in. Can use matrices. Forms close 15th of month. Office, 41 West 33rd Street.

Advertising rates, 5 cts. per word, \$5 an inch, (12 lines); one column, (10½ in.), \$30; full page, \$100, with discount of 5 or 10% on six or 12 consecutive insertions.

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AMERICAN HOMES AND GARDENS—Monthly. Literary. Established as Scientific American Architects and Builders edition, 1885. Munn & Co. (Inc.), publishers. Subscription, \$3; detailed average circulation for year ending May, 1914, 12,507* net paid; 68 pages, 3 columns; length of columns, 12 in.; width, 2¾ in. Forms close 5th of preceding month. Office, 361 Broadway.

Advertising rates, agate, 35 cts. a line; ¼ page (126 lines), \$33.75; ½ page, \$45; ¾ page, \$67.50; one page, \$135; Standard Magazine measurements, \$4.90 per inch; ¼ page, \$15; ½ page, \$30; one page, \$60. Discount, 5, 10 and 15% on 3, 6 and 12 consecutive months, respectively.

AMERICAN INDUSTRIES—Monthly (1st). Industries. Established 1897. National Manufacturers Co., publishers. Subscription, \$1; claimed circulation for year 1913, 15,000; 48 pages, 3 columns; length of columns, 10 in. Forms close 20th preceding date of issue. Office, 30 Church Street.

Advertising rates, ¼ page, \$8.85; ½ page, \$11.45; ¾ page, \$15.65; 1 page, \$28.65; 1 page, \$50. 15 and 25% discount on 6 and 12 insertions, respectively.

AMERICAN JOURNAL OF NURSING—Monthly. Established 1890. American Journal of Nursing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 10,000; 80 to 112 pages, 1 and 2 columns; length of columns, 8 in.; width, 2¾ and 4¾ in. Forms close 10th preceding month. Can use matrices. Office, 42 W. 39th Street.

Advertising rates, \$35 a page; ½ page, \$18.25; ¼ page, \$10 with discounts on 3, 6 or 12 month contracts, pages, pro rata; preferred pages, 33⅓% additional.

AMERICAN JOURNAL OF SURGERY—Monthly. Practical Surgery. Established 1887. The Surgery Publishing Co., publishers. Subscription, \$1; claimed circulation for six months ending May 31, 1914, 23,000; 108 pages; 2 columns; length of columns, 9½ in.; width, 3¼ in. Forms close 15th preceding month. Office, 92 William Street.

Advertising rates, full page, \$78; ½ page, \$46; ¼ page, \$26; ⅛ page, \$20; 1/16 page, \$14 with discounts on 2, 3, 6 or 12 months contracts.

AMERICAN LADIES' TAILOR—Monthly, except June and July. Fashions. Established 1903. The Jno. J. Mitchell Co., publishers. Subscription, \$25; circulation—not given by publisher; 32 to 48 pages. Forms close 8th of preceding month. Office, 41-43 West 25th Street.

Advertising rates, ¼ page, \$20; ½ page, \$30; one page, \$50; discount on yearly contracts.

AMERICAN MACHINIST—Every Thursday. Mechanical. Established 1877. Hill

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Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 25,031; 00 pages, 2 columns; length of columns, 10 in.; width, 3¾ in. Can use matrices. Office, 36th St. and 10th Ave.

Advertising rates, upon application.

AMERICAN MAGAZINE—Monthly (25th of month preceding). Literary. Established 1876. The Crowell Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 370,890; 3 columns to page; length of columns, 10½ in.; width, 2¼ in. Forms close 15th of second preceding month. Office, 381 Fourth Avenue.

Advertising rates, agate, \$2 a line; two columns, \$500; one page (429 lines), \$650, with a discount of 20% on book publishers advertising. Residence schools, \$1.35 a line, flat.

AMERICAN MEDICINE—Monthly (25th). Medical. Established 1901. American Medical Publishing Co., publishers. Subscription, \$1; claimed average circulation for year ending June, 1914, 20,500; 128 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Office, 18 East 41st Street.

Advertising rates, ¼ page, \$12; ½ page, \$20; ¾ page, \$36; one page, \$60; with discounts on yearly contracts.

AMERICAN MESSENGER—Monthly. Religious. Interdenominational. Established 1843. American Tract Society, publishers. Subscription, 50 cts.; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 10th preceding month. Office, 150 Nassau Street.

Advertising rates, agate, 30 cts. a line.

AMERICAN MISSIONARY—Monthly. Congregational. Religious. Established 1909. Subscription, 50 cts.; claimed average circulation for year 1913, 33,750; 64 pages or more, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close 15th preceding month. Office, 289 Fourth Avenue.

Advertising rates, agate, 20 cts. a line; per page, \$40; ¼ and ½ pages, pro rata.

AMERICAN PENMAN—Monthly. Educational. Established 1884. The A. N. Palmer Co., publishers. Subscription, \$1; claimed average circulation for year ending April, 1914, 18,262* net; 36 to 48 pages and cover, 3 columns; length of columns, 9 in.; width, 2½ in. Forms close 10th of preceding month.

Advertising rates, 18 cts. a line; full page, \$40; ½ page, \$22; ¼ page, \$12; ⅛ page, \$7; with discounts of 5, 10, 15 or 20% on 3, 6, 9 or 12 insertions.

AMERICAN PRINTER—Monthly (1st.) Trade. Established 1883. Oswald Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 7,000; 128

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pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{4}$ in. Canot use matrices. Forms close 20th of month preceding date of publication. Office, 25 City Hall Place.

Advertising rates, \$6.25 an inch, with discount on 3, 6 or 12 insertions.

AMERICAN SUNDAY MAGAZINE—Issued every Sunday with New York American, San Francisco Examiner, Chicago Examiner, Los Angeles Examiner, Boston American and Atlanta Hearst's American, with a guaranteed circulation exceeding two million one hundred thousand; 8 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 220 Fifth Ave.

Advertising rates, agate, \$3 a line, with discount of $2\frac{1}{2}\%$ on 13 insertions or 1,250 lines; 5% on 26 insertions or 2,500 lines; $7\frac{1}{2}\%$ on 39 insertions or 3,750 lines; 10% on 52 insertions or 5,000 lines. Color advertising, full page, \$6,000; $\frac{1}{2}$ page, \$3,000; back comic section (in colors), $\frac{1}{2}$ page, \$4,000. National Market Place, which is the classified section, \$2 a line; 6 insertions, \$1.80; 13 insertions, \$1.70; 26 insertions, \$1.60; 52 insertions, \$1.50 a line.

AMERICAN SUNDAY (MONTHLY) MAGAZINE—Issued first Sunday of each month with the New York American, Boston American, Chicago Examiner, Atlanta (Ga.) American, and the second Sunday of each month with the San Francisco Examiner and Los Angeles Examiner. Circulation, in detail, for year 1914, 2,252,474* net; 24 pages and cover, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Forms close 20th of second month preceding. Office, Croisic Building, 220 Fifth Avenue.

Advertising rates, \$6 a line; full page (700 lines), \$4,200; $\frac{1}{2}$ or $\frac{1}{4}$ pages, pro rata; back cover in four colors, \$5,000.

See advertisement on page 540.

AMERICAN TAILOR AND CUTTER—Monthly (15th). Trade. Technical. Established 1879. Jno. J. Mitchell Co., publishers. Subscription, \$3; circulation—not given by publisher; 40 to 56 pages, 2 columns; length of columns, 9 in.; width, 20 picas. Can use matrices. Forms close first of current month. Office, 41-43 West 25th Street.

Advertising rates, $\frac{1}{4}$ page, one time, \$12.50; $\frac{1}{2}$ page, \$17.50; one page, \$30. Discount on yearly contracts.

AMERIKAI MAGYAR NEPSZAVA—Every morning except Sunday. Magyar (Hungarian). Independent. Established 1899. Geza D. Berko, publisher. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 35,900* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, Nepszava Bldg., 178 Second Avenue.

Advertising rates, 10 cts a line; preferred position, 5 cts. a line, extra. Discount, 3,000

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lines, 10%; 5,000 lines, 15%; 7,500 lines, 25%; 10,000 lines, 30%; 15,000 lines, 35%; 25,000 lines, 45%. Classified, business opportunities, 10 cts. a line; financial, 25 cts.; for sale, 10 cts.; hotels, 15 cts.; schools, 15 cts.; medical, 25 cts.; personals, 25 cts.

AMERIKANER—Every Friday. Jewish. Literary. The Jewish Press Publishing Co., publishers. Subscription, \$2; sworn average detailed circulation for the year 1913, 29,126*; 32 pages, 4 columns; length of columns, 14 in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 2,500 lines within one year, $7\frac{1}{7}$ cts. a line.

AMERIKANISCHER BOTSCHAFTER—Monthly. German. Interdenominational. Established 1846. American Tract Society, publishers. Subscription, 35 cts.; claimed average circulation for year 1913, 16,600; 12 to 16 pages, 4 columns; length of columns, $13\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Forms close 1st of preceding month. Office, 150 Nassau Street.

Advertising rates, agate, 10 cts. a line.

AMERIKANISCHE SCHWEIZER ZEITUNG—Every Saturday. German-Swiss. Independent. Established 1868. Swiss Publishing Co., of New York, publishers. Subscription, \$2; claimed circulation for year 1913, 14,600; 8 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 368 East 148th Street.

Advertising rates, 20 cts. a line. Special notices, 30 cts.

AMSTERDAM NEWS—Every Friday. Colored Independent. Established 1909. Jas. H. Anderson, editor and publisher. Subscription, \$1; claimed average circulation for 1913, 15,000; 8 pages, 7 columns; length of columns, 19 in.; width, $2\frac{1}{4}$ in. Can not use matrices. Office, 17 West 135th Street.

Advertising rates, 75 cts. an inch; three times or more, 50 cts. an inch. Reading notices, plain face, 10 cts.; black face, 30 cts. a line.

ANNALIST—Every Monday morning. Financial and commercial. Established, 1913. New York Times Co., publishers. Subscription, \$4; circulation—not given by publishers; 00 pages, 3 and 4 columns; length of columns $14\frac{1}{2}$ in.; width, $2\frac{11}{12}$ or $2\frac{1}{2}$ in. Can use matrices. Office Times Square.

Advertising rates, agate, narrow column, 20 cts. a line, on yearly contract of 52 consecutive insertions (10 line minimum), 10 cts. per line; wide column, 25 cts.; on contract, 15 cts. a line.

ARALDO ITALIANO (L')—Every morning except Monday. Italian. Independent Democratic. Established 1892. L'Araldo Italiano Publishing Co., publishers. Subscrip-

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tion, \$6; claimed circulation for year 1913, 35,000; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width 2¼ in. Office, 66 Spring Street.

Advertising rates, nonpareil, from \$1 to \$3 an inch, according to location. Reading notices, 10 to 50 cts. a line according to page.

ARCHITECTURAL RECORD—Monthly. Architectural. Established 1890. Architectural Record Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 11,250; 2 columns to page; length of columns, 8 in.; width, 2½ in. Can use matrices. Office, 119 West 40th Street.

Advertising rates, full page, \$75; ½ page, 45; ¼ page, \$23.25; ⅓ page, \$13.75, with discount on yearly contracts.

ARCHITECTURE—Monthly (15th). Professional. Established 1899. Forbes & Co., (Ltd.), publishers. Subscription, \$5; claimed average circulation for year 1913, 4,856; 80 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 527 Fifth Avenue.

Advertising rates, ⅓ page, \$10; ¼ page, \$20; ½ page, \$40; 1 page, \$75.

ARCHIVES OF PEDIATRICS—Monthly. Medical. Established 1884. E. B. Treat & Co., publishers. Subscription, \$3; claimed circulation for year 1913, 7,000; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th preceding month. Office, 241-243 West 23d Street.

Advertising rates, \$3 an inch; ½ page, \$6; ¼ page, \$10; ⅓ page, \$18; one page, \$30, with discounts on 3, 6 or 12 month contracts.

ARGOSY—Monthly. Fiction. Established 1882. The Frank A. Munsey Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 240 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th of second preceding month. Office, 175 Fifth Avenue.

Advertising rates, agate, \$1.25 a line; \$250 per page; ¼ and ½ pages, pro rata. In combination with, Railroad Mans Magazine, 10% discount. Classified, \$1.30 a line, with discounts of 10% on six consecutive insertions or a combination of the two publications.

ARMY AND NAVY JOURNAL—Every Saturday. Military and Naval. Established 1863. W. C. & F. P. Church, publishers. Subscription, \$6; detailed average circulation for four months ending April 30, 1914, 11,544*; 32 pages, 3 and 4 columns; length of columns, 14 in.; width, 3 and 2¼ in. Can use matrices. Forms close Wednesday noon preceding. Office, 20 Vesey Street.

Advertising rates, agate, narrow column, 25 cts. a line; wide column, 37½ cts. a line.

ARTS AND DECORATION—Monthly. Home Making. Established 1910. Adam Budge (Inc.), publisher. Subscription, \$3; claimed

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average circulation for year 1913, 15,000; 48 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 5th preceding month. Office, 434 Lafayette Street.

Advertising rates, \$5 an inch; ½ page, \$15; ¼ page, \$30; ⅓ page, \$60; one page, \$120. Discount, 5 and 10% on 6 and 12 months respectively, or 10% on 3 pages, or more, to be used within one year.

ART DE LA MODE—Monthly. Fashions. Established 1882. The Morse-Broughton Co., publishers. Subscription, \$3.50; circulation—not given by publisher; 26 to 34 pages, 4 columns; length of columns, 12 in.; width, 2 in. Forms close first of preceding month. Office, 8-18 West 38th Street.

Advertising rate, 45 cts. a line.

ASSOCIATED FARM PAPERS—See Chicago Ill.

ASSOCIATED SUNDAY MAGAZINES (Inc.)—Issued every week, co-operatively by and as a part of the Sunday issues of Chicago Herald, Philadelphia Press, Pittsburgh Post, New York Tribune, Boston Post, Washington Star, Minneapolis Journal, Denver Rocky Mountain News, Buffalo Courier, Detroit Tribune, Baltimore Sun, Cleveland Leader and Cincinnati Commercial Tribune. Sworn detailed average circulation, for first six months 1914, 1,511,604* net; length of columns, 12½ in.; width, 2¼ in. Forms close Monday noon, 4 weeks in advance from the previous Sunday. Office, 1 Madison Avenue.

Advertising rates, \$4 per agate line; one page, (720 lines), one time, \$2,500; ¼ and ½ pages, pro rata. (Minimum space, 5 lines.) Back cover page, \$2,900; center double page, black only, \$5,000; center double page, (2 colors), \$5,400.

See advertisement on page 543.

ASSOCIATION MEN—Monthly. Y. M. C. A. Established 1875. International Committee Y. M. C. A., publishers. Subscription, \$1; claimed average circulation for year 1913, 30,000; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th preceding month. Can use matrices. Office, 124 East 28th Street.

Advertising rates, agate, 50 cts. a line; ½ page, \$10; ¼ page, \$18; ⅓ page, \$30; one page \$60; back cover, \$80; inside cover, \$70; page facing reading matter, \$75.

ATLANTIS—Every evening and SUNDAY morning; also a monthly edition (25th). Greek. News. Political. Established 1894. Atlantis (Inc.), publishers. Subscription, daily and Sunday, \$5; monthly, \$2; claimed average circulation for year 1913, daily and Sunday, 30,209; monthly, 25,000; daily and Sunday, 8 and 12 page, 7 columns; length of columns, 20½ in.; width, 2½ in.; monthly, 30, pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 10 days in advance. Office, 113-117 West 31st Street.

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Advertising rates, daily or Sunday, \$1.50 an inch; 10 times, \$1.25; three months, \$1; six months, 90 cts.; one year, 84 cts. an inch, per time. Classified, 2 cts. a word. No charge for translation. Monthly, \$80 a page; $\frac{1}{4}$, $\frac{1}{2}$ and $\frac{3}{4}$ pages, pro rata, with discount on 3 months and over.

AUTOMOBILE—Every Thursday. Established 1897. The Class Journal Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 18,241*; 150 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{4}$ in. Forms close Thursday, one week in advance. Office, 239 West 39th Street.

Advertising rates, $\frac{1}{8}$ page, \$18.50; $\frac{1}{4}$ page, \$31.50; $\frac{1}{2}$ page, \$56.50; full page, \$100; 13 lines, \$17; \$29.50; \$53.50 or \$95; 26 times, \$15.50; \$27.50; \$49 or \$87.50; 52 times, \$14, \$25, \$45 or \$80 each in section respectfully; front cover (three colors) \$400; back cover (three colors) \$300; second or third covers (red and black), \$150.

AUTOMOBILE DEALER AND REPAIRER—Monthly. Mechanical, Motor-Vehicle Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 31,500; 152 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{4}$ in. Office, 71-73 Murray Street.

Advertising rates, \$8 an inch, with discount on 3 months or longer and for space.

AUTOMOBILE TOPICS—Every Saturday. Automobiles. Established 1900. Motor Trades Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 8,750; 80 pages, 3 columns; length of columns, 10 in.; width, $2\frac{1}{4}$ in. Forms close Mondays preceding. Can use matrices. Office, 1790 Broadway.

Advertising rates, $\frac{1}{8}$ page, \$25; $\frac{1}{4}$ page, \$35; $\frac{1}{2}$ page, \$45; $\frac{3}{4}$ page, \$55; one page, \$90; 13 times, \$20, \$30, \$35, \$45 or \$75; 26 times, \$15, \$24, \$29, \$35 or \$64; 52 times, \$9, \$16, \$24, \$30 or \$55 each insertion respectively. Preferred positions upon application, on 13 or more insertions. Classified, 20 cts. a line (6 words).

BAKERS' REVIEW—Monthly. Trade. Established 1898. Wm. R. Gregory Co., publishers. Subscription, \$1; sworn detailed average circulation for year ending July, 1914 7,500* net paid; 120 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{2}$ in. Forms close 15th preceding month. Office, Produce Exchange.

Advertising rates, $\frac{1}{8}$ page, \$12; $\frac{1}{4}$ page, \$16.50; $\frac{1}{2}$ page, \$24; $\frac{3}{4}$ page, \$42.50; one page, \$65, with discounts on 3, 6 and 12 months contracts.

BAKER'S WEEKLY—Every Saturday. Trade. Established 1904. American Trade

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Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 7,000; 30 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{4}$ in. Can not use matrices. Office, 41 Park Row.

Advertising rates, full page, \$45; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ page, pro rata, with discount on time contracts.

BANKER'S HOME MAGAZINE—Monthly. Literary and Banking. Established 1905. Bankers Encyclopedia Co., publishers. Subscription, \$2; claimed circulation for year 1913, 5,100; 100 pages, 00 columns; length of columns, 00 in.; width, 00 in. Office, 20 Nassau Street.

Advertising rates, 25 cts. a line; full page, \$30; $\frac{1}{2}$ or $\frac{1}{4}$ page, pro rata, with discount on yearly contracts. Special positions, 25% extra.

BANKING LAW JOURNAL—Monthly. Legal and Financial. Established 1889. Banking Law Journal Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 8,800; 112 pages, 1 column; length of column, 8 in.; width, $4\frac{1}{2}$ in. Office, 27 Thames Street.

Advertising rates, full page, \$60; $\frac{1}{2}$ page, \$35; $\frac{1}{4}$ page, \$20, with discounts on 3, 6 or 12 month contracts.

BARBERS' JOURNAL—Monthly. Barbers. Established 1902. W. L. Dudley, publisher. Subscription, \$1; claimed average circulation for year 1913, 4,250; 48 pages, 2 columns; length of columns, $9\frac{1}{2}$ in.; width, $3\frac{1}{2}$ in. Forms close 15th preceding publication. Office, 140 Liberty Street.

Advertising rates, \$3 an inch, with discount for six months and longer, and for space.

BASEBALL MAGAZINE (The)—Monthly. (15th). Sports. Established 1908. The Baseball Magazine Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 58,000; 128 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Can use matrices. Forms close 25th of second preceding month. Office, 70 Fifth Avenue.

Advertising rates, agate, 56 cts. a line; one page, \$125; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata, with discounts of 5% on 6 consecutive insertions or 10% for 12 insertions or 3 pages used within one year. Classified, 90 cts. a line.

See advertisement on page 551.

BECKWITH INTERSTATE LIST—Comprising 26 Daily, Sunday and Weekly papers of National prominence, with a guaranteed average circulation of 1,150,000 net paid; column width $2\frac{1}{2}$ in.; (except St. Louis Post Dispatch which is $2\frac{3}{4}$ in.) Can use matrices. Forms close eight days in advance. Office Tribune Building.

Advertising rates, Mail Order only. (10 lines minimum), \$2, agate line; full position,

FOLKS MUST BE ASKED: "If it's Worth It, Tell It and Keep Telling It".

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minimum 42 lines, 25% extra. One electro and 25 matrices required.

BENJAMIN AND KENTNOR COMPANY.
See advertisement on page 497.

BENZIGER'S MAGAZINE—Monthly. Literary and Educational. Established 1898. Benziger Brothers, publishers. Subscription, \$2; sworn average circulation for nine months ending April 30, 1914, 94,389*; 36 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices. Forms close first of preceding month. Office, 36-38 Barclay Street.

Advertising rates, agate, 50 cts. a line flat; fourth cover page, \$500, \$275 or \$150 for full, half or quarter page; inside cover, \$450, \$250 or \$140 respectively. Reading notices, \$1.50 a line.

BICYCLING WORLD AND MOTOR-CYCLE REVIEW—Every Tuesday. Established 1877. Bicycling World Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 7,500; 48 pages or more, 2 columns; length of columns, 10 in.; width, 3½ in. Can not use matrices. Office, 239 W. 39th Street.

Advertising rates, \$5 an inch; three months, \$4; six months, \$3.50; one year, \$3 an inch; 2 in. one time, \$8; three months, \$7; six months, \$6; 52 times, \$5 a time.

BIG STICK—Every Friday. Jewish Humor and Satire. Jacob Marinoff, publisher. Established 1909. Subscription, \$1.50; claimed average circulation for year 1913, 34,000; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can not use matrices.

Advertising rates, agate, 10 cts. a line; financial and mining, 15 cts.; insurance, 12 cts.; proposals, public notices, politics, 25 cts.; railroad, steamships, resorts, instruction, teachers, real estate, 8 cts. a line. Discounts on electrotyped matter, time and space contracts.

BIRD LORE—See Harrisburg, Pa.

BLACKSMITH & WHEELWRIGHT—Monthly (1st). Blacksmithing. Established 1880. M. T. Richardson Co., publishers. Subscription, 1; claimed average circulation for year 1913, 11,000, 40 pages, 4 columns length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding. Office 71 Murry Street.

Advertising rates upon application.

BOLLETTINO DELLA SERA—Every evening except Sunday. AMERICA, Sunday morning. Italian. Republican. Frugone Balletto and Pellegatti Printing and Publishing Co., publishers. Subscription, daily, \$4; Sunday, \$2; claimed average circulation for year 1913, daily, 51,668 net; Sunday, 11,807 net; 8 pages; length of columns, 21 in.; width, 2 in. Office, 178 Park Row.

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Advertising rates, daily, \$1 an inch each insertion. Sunday, display rates on application.

BON TON—Monthly. Fashions. Established 1851. S. T. Taylor Co., publishers. Subscription, \$3.50; circulation—not given by publisher; 19 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Forms close 14th of second preceding month. Office, 13-15 West 34th Street.

Advertising rates, agate, 65 cts. a line; ¼ page, \$100; ½ page, \$200; one page, \$350; 4th cover page, in colors, \$500; in black, \$400. Discount, 10% on yearly contracts.

BOOKMAN—Monthly. Literary. Dodd, Mead & Co., publishers. Established 1895. Circulation—not given by publishers; 180 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 10th of preceding month. Office, 443 Fourth Ave.

Advertising rates, 30 cts. a line; one page, \$60; ¼ and ½ page, pro rata.

BOOKSELLER, NEWSDEALER AND STATIONER—Semi-Monthly (1st and 15th). Trade. Established 1893. Edwin O. Chapman, publisher. Subscription, \$1.25; sworn average circulation for nine months ending March 31, 1914, 7,372*; 32 to 128 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Office, 156 Fifth Avenue.

Advertising rates, \$2.25 an inch; 6 times, \$12.50; 12 times, \$23; 24 times (one year), \$40; ½ page, \$4.50; ¼ page, \$8; ½ page, \$14; one page, \$25.

BOYS' LIFE—Monthly. Official Magazine of the Boy Scouts of America. Established 1910. Boy Scouts of America (Inc.), publishers. Subscription, \$1; claimed average circulation for year ending June 30, 1914, 52,220; 32 pages or more and covers; 2 columns; length of columns, 10 in.; width, 2¼ in. Forms close 5th of preceding month. Office, 200 Fifth Avenue.

Advertising rates, agate, 50 cts. a line; full page (420 lines), \$180, with discount of 5 or 10% on 6 or 12 insertions or 1000 or 3000 lines within one year.

BRADSTREET'S—Every Saturday. Financial and commercial. Established 1879. The Bradstreet's Co., publishers. Subscription, \$5; circulation—not given by publisher; 00 pages, 4 columns, length of columns, 12½ in.; width, 2½ in. Can use matrices. Office, 346 to 48 Broadway.

Advertising rates, agate, 25 cts. per line, with discount on 3, 6, 9 or 12 months contract.

BRICKBUILDER—Monthly. (15th) Architectural. Established 1892. Rogers & Manson Co., publishers. Subscription, \$5; detailed average circulation for year 1913, 5,883*; 66

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pages, 2 columns, length of columns 10 1/2 in.; width, 3 3/4 in. Can use matrices. Forms close 1st of month. Office, 42 West 39th Street.

Advertising rates, full page \$75; 1/2 page, \$40; 1/4 page, \$22, with discount on 12 or more insertions.

BRITISH AMERICAN—See Philadelphia, Pennsylvania.

BRONX HOME NEWS—Every Thursday. Independent. Local. Established 1906. Bronx Home News Publishing Co., publishers. Subscription, \$3; detailed average circulation for year 1913, 70,596* 12 to 20 pages, 7 columns; length of columns, 21 1/4 in.; width, 2 3/4 in. Can use matrices. Office, 373 East 148th Street.

Advertising rates, agate, 12 cts. a line, flat. Reading notices, 20 cts. a line; on first page, 35 cts. a line, flat. Classified, 1c. per word.

BUDD COMPANY (THE JOHN)—

See advertisement on pages 486 and 487.

BUILDING AGE—Monthly (22nd.) Build ing Trade. Established 1879. David Williams Co., publishers. Subscription \$2. Detailed average circulation December 1, 1913, 22,451; 100 pages, 2 columns; length of columns 11 in.; width 3 3/4 in. Can use matrices. Forms close 15th. Office 239 West 39th Street.

Advertising rates, full page, \$90; 1/2 page, \$48; 1/4 page, \$27; 1/8 page, \$15; 1/16 page, \$8; second and fourth cover or facing first reading page 50% additional; third cover 25% and any other specified position 10% additional.

BUILDING MANAGEMENT—See Chicago, Illinois.

BUSINESS AMERICA—Monthly (1st). Financial and industrial. Established 1906. Breitung Publishing Corporation publishers. Subscription, \$2; guaranteed average circulation for year, 1914-15, 25,541* net paid; 100 pages, 2 columns, length of columns, 8 in.; width, 2 1/2 in. Can use matrices. Forms close 10th of month preceding. Office, 39 West 32nd Street.

Advertising rates, agate, 30 cts. a line; full page, (224 lines), \$60; 1/2 or 1/4 page pro rata.

BUSINESS JOURNAL—Monthly. Business Efficiency. Established 1877. Subscription, \$1; claimed average circulation for year 1913, 10,000; 48 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Forms close 10th preceding month. Office, Tribune Bldg.

Advertising rates, \$2.50 an inch; 2 in., \$4; 3 in., \$6; 1/4 page, \$12.50; 1/2 page, \$25; full page, \$45.

BUTCHERS' ADVOCATE AND MARKET JOURNAL—Every Wednesday. Trade. Established 1879. Butchers' Advocate Co., publish-

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ers. Subscription, \$2; claimed circulation for 1913, 8,000; 44 pages, 3 columns; length of columns, 11 in.; width, 2 1/2 in. Office, 203 Broadway.

Advertising rates on application. See advertisement on page 478.

BUTTERICK FASHION QUARTERLIES—Embracing Butterick Fashions, Standard Fashion Book and New Ideas in Fashions. Forms close as follows; June 15th for Fall Quarterly, out August 15th; August 15th for Winter Quarterly, out October 15th; November 15th for Spring Quarterly, out January 15th; February 15th for Summer Quarterly, out April 15th. Detailed and guaranteed average circulation for year 1914, 500,000* net. Office, Butterick Bldg.

Advertising rates, \$1,200 per page; 1/4 and 1/2 pages, pro rata. Minimum space 1/4 page, which must be 100 lines double column.

BUTTERICK TRIO—Monthly (15th of month preceding). Embracing The Delineator, The Designer and The Woman's Magazine. Detailed and guaranteed average circulation for year 1914, 1,400,000* net. Forms close 25th of third preceding month. Office, Butterick Building.

Advertising rates, agate, \$7.12 1/2 a line; 100 lines or more in one issue, \$7 a line; one column, \$1,400; 1/4 page, \$1,250; 1/2 page, \$2,500; full page, \$5,000; 2nd or 3rd cover page (4 colors), \$5,500; colored insert (4 colors), \$6,000; back cover (4 colors), \$8,000. Rates on color pages include cost of making plate.

CALEDONIAN—Monthly (28th). Scotch-American. Family. Established 1901. Caledonian Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 52 to 68 pages, 2 columns; length of columns, 8 in.; width, 2 1/2 in. Forms close 22nd. Office, Bible House.

Advertising rates, \$3.25 an inch; 1/4 page, \$6.75; 1/2 page, \$12; 1/2 page, \$22; one page, \$40. Cover pages, outside, \$50; inside cover pages, \$45. Discounts on 3, 6 and 12 months' contracts.

CALL—Every morning including SUNDAY. Labor and Socialist. Established 1908. Working Men's Co-operative Publishing Association (Inc.), publishers; circulation—not given by publisher; daily, 6 pages; Sunday, 16 pages, 7 columns; length of columns, 20 5/7 in.; width, 2 1/4 in. Can use matrices. Office, 444 Pearl Street.

Advertising rates, agate, 10 cts. a line; 2,000 lines, 9 cts.; 5,000 lines, 7 cts.; 10,000 lines, 6 cts. a line on yearly contracts. Special positions, 5 cts. a line extra. Amusements, financial, insurance, publications, public notices and railroads, 15 cts. a line. Classified, 7 cts. a line.

CASSIER'S ENGINEERING MONTHLY—Monthly. Engineering. Established 1891. Wen-

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dell Lansing Co., publishers. Subscription, \$3; circulation not given by publisher; 154 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Forms close 15th preceding month. Office, 12 West 31st Street.

Advertising rates, one inch single column, one year, \$65; ¼ page, one year, \$120; ½ page, one year, \$180; ¾ page, one year, \$260; one page, one year, \$660.

CATERER—Monthly (1st). Catering-Hotels. Established 1893. Caterer Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 18,350; 84 pages, 2 columns; length of columns, 9 1/7 in.; width, 17 ems pica. Forms close 20th preceding month. Can use matrices. Office, 1495 Broadway.

Advertising rates, full page, \$44; ½ page, \$24; ¼ page \$14; ⅓ page, \$8; ⅙ page, \$5 with discounts on 6 or 12 month contracts.

CATHOLIC NEWS—Every Saturday. Catholic. Established 1886. Catholic News Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 56,285; 20 pages, 4 columns; length of columns, 15 in.; width, 2¼ in. Can use matrices. Office, 27 Spruce Street.

Advertising rates, agate, 25 cts. a line. Reading notices, 50 cts. a line.

CATHOLIC WORLD—Monthly. Literature and Science. Established 1865. Paulist Fathers, publishers. Subscription, \$3; circulation—not given by publisher; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th of preceding month. Office, 120 West 60th Street.

Advertising rates, agate, ⅓ page, \$2.50; ½ page, \$5; ¾ page, \$10; 1 page, \$20; one page, \$40; preferred position, 10% extra.

CAXTON MAGAZINE—Monthly (1st). Business men. Established 1909. The Key Publishing Co., publishers. Subscription, \$1.50; sworn detailed average circulation for year 1913, 21,145; 100 pages, 1 column; length of column, 6¼ in.; width, 3¼ in. Can not use matrices. Forms close 5th of month preceding. Office, 13 Astor Place.

Advertising rates (all ads in 2 colors) full page (94 lines) \$50; ½ or ¼ page, pro rata.

CENTURY MAGAZINE—Monthly. Literary. Established 1870. The Century Co., publishers. Subscription, \$4; detailed average circulation for 1913, 102,367; 168 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 30th of second preceding month. Office, 33 East Seventeenth St.

Advertising rates, agate, \$1.50 a line; one page, \$250; ¼ and ½ pages, pro rata, with discounts of 10% on 3 pages, within 12 months; 25% on 6 pages or twelve consecutive insertions. Special for schools, \$15 an inch, with discounts of 10 or 25% on 6 or 12 times. Publishers (trade books only),

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10% less than commercial rates. Combination rate, Century and St. Nicholas Magazines, 3 pages in each publication, within 12 months, \$900.

CHIEF—Every Saturday. Civil Service. Established 1897. Chief Publishing Co., publishers. Subscription, \$2.50; claimed average circulation for year 1913, 19,000; 12 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 5 Beekman Street.

Advertising rates, agate, 20 cts. a line, 1,000 lines on yearly contract, 13 cts. a line. Specified position, 20% extra. Reading notices, 40 cts. a line.

CHILDREN'S BLUE BIRD MAGAZINE—Monthly (1st). Juvenile. Established 1906. Bobolink Publishing Co., publishers. Subscription, \$2.00; circulation—not given by publisher; 50 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close 20th of month preceding. Office, 247 West 36th Street.

Advertising rates upon application.

CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal. Established 1826. The Methodist Book Concern, publishers. Subscription, \$2; claimed average circulation for year 1913, 37,000; 32 pages, 3 columns; length of columns, 11 3/7 in.; width, 2¾ in. Can not use matrices. Forms close one week in advance. Office, 150 Fifth Avenue.

Advertising rates, agate, 30 cts. a line; 500 lines, or 13 times, 27 cts.; 1,000 lines, or 26 times, 25 cts.; 2,000 lines, or 52 times, 20 cts. a line. Reading notices, 60 cts. a line. See N. W. Christian Advocate, Chicago, for Combination rate of the seven Methodist Weeklies.

CHRISTIAN HERALD—Every Wednesday. Undenominational. Established 1878. Christian Herald, publishers. Subscription, \$1.50; sworn average circulation for year 1913, 311,556; 24 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 3 weeks in advance. Office, Bible House.

Advertising rates, agate, \$1.50 a line, flat; full page (680 lines), \$900; ½ page, \$510; ¼ page, \$255; cover pages (2 colors) \$1,200; 3 colors, \$1,500.

CHRISTIAN INTELLIGENCER—Every Wednesday. Reformed Church. Established 1829. Intelligencer Association, publishers. Subscription, \$2.50; claimed average circulation for year 1913, 12,500; 16 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Forms close Monday preceding. Can use matrices. Office, 149 Church Street.

Advertising rates, agate, 25 cts. a line; 250 lines used within three months, 18 cts.; three months, or 500 lines, 15 cts.; six months, or 1,000 lines, 12 cts.; one year, or 2,000 lines used within one year, 10 cts.

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CHRISTIAN NATION—Every Wednesday. Religious. Covenanters. Established 1884. John W. Pritchard, publisher. Subscription, \$2; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 11½ in.; width, 2¼ in. Forms close Friday preceding. Office, 1105 Tribune Building.

Advertising rates, 10 cts. a line. Combination with Sabbath Reading and Weekly Witness, display matter, 65 cts. a line; with the addition of Chicago Union Signal (all four), 77 cts. a line.

See advertisement on page 455.

CHRISTIAN WORK AND EVANGELIST—Every Saturday. Undenominational. Established 1830. Edwin N. Bunce, publisher. Subscription, \$3; claimed average circulation for year 1913, 29,150; 32 to 40 pages, 3 columns; length of columns, 11 in.; width, 2¾ in. Office, Bible House.

Advertising rates, agate, 30 cts. a line. Discount, one month, or 333 lines, 10%; two months, 15%; three months, or 667 lines, 20%; six months, or 1,000 lines, 30%; one year, or 2,000 lines, 35%; 3,000 lines, 40%. Special position, 20% extra. Reading notices, 60 cts. a line.

CHURCH BULLETIN—Monthly. Comprising twenty-four Catholic Bulletins. Established 1815. Church Bulletin (Inc.), publisher. Subscription, 50 cts.; claimed combined average circulation for year 1913, 79,000; 24 to 40 pages, 2 columns; length of columns, 7 in.; width, 4½ in. Cannot use matrices. Office, 2 East 23rd Street.

Advertising rates on application.

CHURCHMAN—Every Saturday. Episcopal. Established 1844. The Churchman Co., publishers. Subscription, \$3.50; circulation—not given by publisher; 40 to 60 pages, 3 columns; length of columns, 12½ in.; width, 2½ in. Office, 434 Lafayette Street.

Advertising rates, agate, 30 cts. a line; special position, 40 cts., with discounts of 10% on one month; 15% on two months; 20% on three months, or 1,000 lines; 25% on six months, or 2,000 lines; 33¼% on one year, or 3,000 lines. Issues magazine supplement first number of each month. Rate, one page (224 lines), \$68; 3 pages, within one year, \$54 per page. Reading notices, 50 cts. a line.

See advertisement on page 492.

CIRCLE AND SUCCESS MAGAZINE—Monthly. Literary. Established 1897. The Thwing Company, publishers. Subscription, \$1; claimed average circulation for first six months 1914, exceeding 100,000; 40 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Can use matrices. Forms close 15th of preceding month. Office, 145 West 45th Street.

Advertising rates, agate, 60 cts. a line; special publishers rate, 40 cts. a line.

See advertisement on page 522.

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CIVIL SERVICE CHRONICLE AND POLICE CHRONICLE—Every Saturday. Civil Service. Established 1897. D. L. Kaufmann, publisher. Subscription, \$2; sworn average detailed circulation for nine months ending May 1st, 1914, 10,860* net; 8 pages; length of columns 20½ in.; width, 2½ in. Office, 23 Duane Street.

Advertising rates, agate, 12 cts. a line, 4 times, 10 cts.; 13 times, 9 cts.; 26 times, 8 cts.; 52 times, 7 cts. a line.

CLIPPER—Every Wednesday. Theatrical. Established 1853. The Frank Queen Publishing Co. (Ltd.), publishers. Subscription, \$4; claimed average circulation for year ending April 30, 1914, 24,095; 28 pages, 5 columns; length of columns, 16 in.; width, 2½ in. Office, 47 West Twenty-eighth Street.

Advertising rates, agate, 20 cts. a line; with borders, 10% extra; 100 lines or more, 20% discount.

CLOTHIER AND FURNISHER—Monthly. Trade. Established 1872. The Geo. N. Lowrey Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 6,500; 150 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 13 Astor Place.

Advertising rates, ⅓ page, \$6; ½ page, \$9; ⅞ page, \$15; 1½ page, \$26; one page (20 in.), \$50; with discounts on 3, 6, 9 or 12 month contracts. Classified, \$1 for 4 lines, or less; over 4 lines, 25 cts. a line (8 words to the line).

CLUB FELLOW AND WASHINGTON MIRROR (The)—Every Wednesday. Society. Established 1898. The West End Publishing Co., publishers. Subscription, \$5; circulation—not given by publisher; 4 columns to page; length of columns, 12½ in.; width, 2¼ in. Forms close Saturday preceding. Office, Metropolitan Building.

Advertising rates, agate, 30 cts. a line, flat.

CLUB JOURNAL—Monthly (1st). Motor-ing. Established 1909. The Automobile Club of America publishers. Subscription \$1.; claimed average circulation for six months ending June, 1914, 5,000; 72 to 80 pages, 2 columns, length of columns 9 in.; width 3¼ in. Can use matrices. Forms close 24th of month preceding. Office 54th Street West of Broadway.

Advertising rates, full page, \$60; ½ page, \$40; ¼ page \$25; ⅛ page, \$15; back cover, \$90; inside front or inside back cover, \$80, with discount on 6 or 12 issues.

COAL AGE—Every Saturday. Coal and Coke Trade. Established 1911. Hill publishing Co., publishers. Subscription, \$3. Detailed average circulation for year 1913, 12,000*; 70 to 100 pages, 2 columns, length of columns, 10 in.; width 3¼ in. Can not use matrices. Office Hill Bldg., 10th Ave and 36th Street.

Advertising rates, upon application.

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COAL TRADE JOURNAL—Every Wednesday. Trade. Established 1869. Frederick E. Seward, editor and publisher. Subscription, \$5; claimed average circulation for year 1913, 6,800; 44 pages, 2 columns; length of columns, 11½ in.; width, 3¾ in. Office 20 Vesey Street.

Advertising rates, full page (23 in.), \$35; ½, 13; ¼ or ⅓ page, pro rata, with discount on yearly contract. Classified, 3 cts. per word.

COLLIER'S—Every Saturday. Literary. Established 1888. P. F. Collier & Son (Inc.), publishers. Subscription, \$2.50; sworn detailed average circulation for first three months 1914, 683,012* net paid; 36 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close three weeks in advance. Office, 406-424 West Thirteenth Street.

Advertising rates, agate, \$3.50 a line; excess of ¼ page, not making ½ page, \$3.25 a line; one page, \$2.20; ¼ page, \$600; ½ page, \$1200; back cover page (2 colors), \$2,800; inserts inside covers (2 colors), \$2,500; schools and colleges, \$1.75 a line, books and publishers, \$2.50 a line. Classified, \$3.50 a line, with discount of 16% on 6 or more consecutive insertions.

COMERCIO (El)—Monthly (15th). Spanish. Export Trade. Established 1875. J. Shepherd Clark Co., publishers. Subscription, \$3; sworn average circulation for year 1913, 10,500*; 76 pages, 4 columns; length of columns, 11 in.; width, 2½ in. Office, 126 Liberty Street.

Advertising rates, upon application.

COMMERCIAL—Every morning except Sunday. Commercial. Financial. Established 1795. Mercer P. Moseley, publisher. Subscription, \$6 out of town; \$9 in city; sworn average circulation for six months prior to April 1914, 36,158* net paid; 12 to 18 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 20 Vesey Street.

Advertising rates, agate, 20 cts. a line; financial page, 30 cts.; automobiles, 20 cts. a line; hotels, institutions, etc., 20 cts. a line; publications, 15 cts.; resorts, 20 cts., 26 times, daily, or, e. o. d., 10 cts. a line. Reading notices, \$1 an agate line; 1st or editorial page, \$1.50 a line. Classified, agents wanted, 15 cts. a line; business chances, 20 cts.; discount on 6 or more consecutive insertions.

COMMERCIAL AND FINANCIAL WORLD—Every Saturday. Financial. Established 1898. S. D. Butman, publisher. Subscription, \$5; circulation—not given by publisher; 16 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Office, 36 Gold Street.

Advertising rates, agate, bankers, brokers, financial and business opportunities, 25 cts. a line; dividends and interest, 20 cts.; miscellaneous, 20 cts. a line; first page, double price.

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CONFECTIONERS GAZETTE—Monthly. Trade. Established 1881. Horace B. Winton, publisher. Subscription, \$2; circulation—not given by publisher; 44 pages, 4 columns; length of columns, 11 in.; width, 2 in. Office, 366 Broadway.

Advertising rates, ⅓ page, \$15; ¼ page, \$20; ½ page, \$30; ⅓ page, \$40; one page, \$60.

CONVERTED CATHOLIC—Monthly. Reformed Catholic. Established 1883. Bishop Manuel Ferrando, D. D., publisher. Subscription, \$1.50; claimed average circulation for 1913, 4,000; 36 pages, 1 column; length of column, 7 in.; width, 4 in. Office, 331 West 57th Street.

Advertising rates, one inch, one year, \$10; ¼ page, \$35; ½ page, \$60; one page, \$100.

COSMOPOLITAN—Monthly (10th of month preceding). Literary. National. Established 1886. International Publishing Co., publishers. Subscription, \$1.50; detailed average circulation for year 1912, exceeding 808,000*; guaranteed for 1914, 1,000,000; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th of second preceding month. Office, 119 West 40th Street.

Advertising rates, agate, \$4.50 a line; full page (224 lines), \$1000; ½, ¼ or ⅓ page, pro rata; book publishers rate, \$500 a page. Classified, \$3.25 a line, with a discount of 12½ cts. on six consecutive insertions.

COSTUME ROYAL—Monthly. Fashions. Established 1895. The Royal Pattern Co., publishers. Subscription, \$3.50; claimed average circulation for year 1913, 64,200; 4 columns to page; length of columns, 14¼ in.; width, 2¼ in. Forms close 15th of second preceding month. Office, 285 Fifth Avenue.

Advertising rates, agate, 60 cts. a line. Preferred position, 25% extra. Classified, same rate as display.

COUNTRY SIDE MAGAZINE—Formerly Suburban Life, which see.

COURIER DES ETATS UNIS—Every morning including SUNDAY, and WEEKLY, published Mondays, dated Saturday. French. Independent. Established 1828. H. P. Sampers Co., publishers. Subscription, daily, \$12.60; Sunday, \$2.50; weekly, \$5.20; claimed average circulation for year 1913, 17,823; Sunday, 28,968; weekly, 32,139; daily, 6 to 8 pages; Sunday, 14 pages, 6 columns; length of columns, daily, 21½ in.; weekly, 15 in.; width, 2½ in. Office, 195-197 Fulton Street.

Advertising rates, daily, agate, one time, 12 cts. a line; one week (7 times), 42 cts.; one month, Sunday included, \$1.25; three months, \$3; six months, \$5.40; one year, \$9 per line; three times a week, one month, 95 cts.; three months, \$2.10; one year, \$5.90 per line. Special notices, 25 cts. a line, daily or Sunday. Reading notices, 50 cts. a line on 2nd page, 25 cts. a line on any other page

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except the first one. Display, one time, less than 50 lines, 15 cts.; from 50 to 100 lines, 12 cts.; 100 lines or over, 10 cts. per line; 1,000 lines to be used in one month, 7 cts.; 5,000 lines to be used in three months, 6 cts.; 10,000 lines to be used in four months, 5 cts. per line. Amusements, week days, 12 cts.; Sunday, 15 cts. per line.

CRAFTSMAN—Monthly. Architecture. Art. Home. Established 1901. Gustav Stickey, editor and publisher. Subscription, \$3; claimed average circulation for 1913, 23,000; 125 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 8th preceding month. Office, Craftsman Bldg, 6 East 39th Street.

Advertising rates, \$100 a page; smaller space, pro rata.

CUBA REVIEW—Monthly. Industrial. Established 1901. Munson Steamship Line, publishers. Subscription, \$1; claimed average circulation for year 1913, in U. S. and Cuba, 5,000; 44 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Office, 82-92 Beaver Street.

Advertising rates, 25 cts. a line; full page, \$48; ½, ¼ and ⅓ pages, pro rata.

CURRENT OPINION—Monthly. Literary and current events. Established 1888. Current Literature Publishing Co., publishers. Subscription, \$3; claimed average circulation for 1913, 100,000; 112 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close on 10th of preceding month. Office, 140 West 29th Street.

Advertising rates, agate, 55 cts. a line; full page (420 lines), \$231; ½, ¼ and ⅓ pages, pro rata. Special publishers and resident-school rate, 45 cts. a line; 1 page, \$189; ½, ¼ and ⅓ pages, pro rata.

See advertisement on page 552.

DECORATIVE FURNISHER—Monthly. Interior furnishing. Established 1901. T. A. Cawthra & Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 5,000; 104 pages, 2 columns; length of columns, 10¼ in.; width, 3¾ in. Office, 395 Fourth Avenue.

Advertising rates, ⅓ page, \$10; ¼ page, \$18; ½ page, \$27.50; one page, \$45. Discount on 3 months, or longer.

DELINEATOR—Monthly. Fashions. Literary. Established 1870. The Butterick Publishing Co., publishers. Subscription, \$1.50; for circulation, see Butterick trio, 100 pages, 4 columns; length of columns, 14¼ in.; width, 2½ in. Forms close 25th of third preceding month. Office, Butterick Building.

Advertising rates, agate, \$5 a line; one column, \$1,000; one page, \$3,500; ½ page, \$1,800; ¼ page, \$900. Combined rate for "The Butterick Trio," which see.

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DENTAL DIGEST—Monthly. Dentistry. Established 1894. The Dentists' Supply Co., publishers. Subscription, \$1; claimed average circulation for 1913, 15,000; 128 pages, 1 column; length of column, 8 in.; width, 4½ in. Forms close 6th preceding month. Office, 220 West 42d Street.

Advertising rates, full page, \$70; ½ page, \$40; ¼ page, \$20. Classified, 30 words, \$1.

DESIGNER—Monthly. Fashions. Literary. Established 1894. Standard Fashion Co., publishers. Subscription, 75 cts.; for circulation see Butterick Trio; 130 pages, 4 columns; length of columns, 14¼ in.; width, 2½ in. Forms close 25th of third preceding month. Office, Spring and MacDougal Street.

Advertising rates, agate, \$1.50 a line; one column, \$300; ¼ page, \$270; ½ page, \$540; one page, \$1,000. Combined rate for "Butterick Trio" which see.

DEUTSCHE JOURNAL—Every morning including SUNDAY. German. Independent. Established 1890. Morning Journal Association, publishers. Subscription, daily, \$3; Sunday issue only, \$2.50; sworn average circulation for six months ending March 30, 1914, daily, 48,736* net paid; Sunday, 69,269* net paid; daily, 8 pages; Sunday, 44 to 52 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, corner Spruce and William Streets.

Advertising rates, agate, daily or Sunday, ordinary, 20 cts. a line. Discounts, 5% on 1,000 lines; 10% on 2,500 lines, 15% on 5,000 lines, 20% on 10,000 lines; preferred position, 15 and 30% extra. Classified, agents, business opportunities, automobiles, books and publications, 15 cts. a line; matrimonial, 25 cts. a line, with discount on 3 or more insertions. Reading notices, daily and Sunday, first page, \$1.50; all other pages, \$1 per nonpareil line.

See advertisement on page 534.

DIETETIC AND HYGIENIC GAZETTE—Monthly. Medical. Established 1884. The Gazette Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 116 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month. Office, 87 Nassau Street.

Advertising rates, 1 inch, one time, \$5; three months, \$12; six months, \$22; one year, \$38; ½ page, one time, \$8; ¼ page, \$15; ½ page, \$25; one page, \$45.

DRAMATIC MIRROR—Every Wednesday. Dramatic—Vaudeville and Motion Pictures. Established 1879. The Dramatic Mirror Co. (Inc.), publishers. Subscription, \$4; claimed average circulation for 1913, 21,500; 44 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 121 West 42nd Street.

Advertising rates, agate, 18 cts. a line. Reading notices, starred, 50 cts. a line.

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DRAMATIC NEWS—Every Tuesday. Dramatic. Established 1881. Edwin S. Bettelheim, publisher. Subscription, \$4; claimed circulation for year 1913, 25,500; 40 to 60 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Office, 17 West 42d Street.

Advertising rates, agate, 18 cts. a line; 13 times, 17 cts.; 26 times, 16 cts.; 52 times, 15 cts. a line. Special positions, 10% extra. Reading notices, agate, 50 cts. per line.

DRY GOODS—Monthly. Trade. Established 1891. Dry Goods Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 7,500; 112 pages, 3 and 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 25th of preceding month. Can use matrices. Office, 120 West 32d Street.

Advertising rates, ½ page, \$18; ¼ page, \$35; ½ page, \$60; one page, \$100; back cover, \$125; front cover, \$200.

See advertisement on page 427.

DRY GOODS ECONOMIST—Every Saturday. Established 1846. Textile Publishing Co., publishers. Subscription, \$5; detailed average circulation for year 1913, 13,533*; 100 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Office, 231-241 West 39th Street.

Advertising rates, ½ page, \$25; ¼ page, \$45; ½ page, \$85; one page, \$150.

DUNN'S REVIEW—Every Saturday and International Edition monthly (12 English and 12 Spanish editions each year). Commercial and Export. Established 1893. R. G. Dunn & Co., editors and publishers. Subscription, weekly, \$2; monthly, \$3; sworn average circulation for year 1913, weekly, 8,500* net; monthly, 27,568* net; weekly, 24 pages; monthly, 136 pages; weekly, 3 columns; length of columns, 10¼ in.; width, 2¼ in.; monthly, 2 columns; length of columns, 10¼ in.; width, 3¼ in. Can use matrices. Forms close weekly, 10 days in advance; monthly, 25th second month preceding.

Advertising rates, weekly, 25 cts. a line; 1,000 lines on contract, 20 cts.; 2,000 lines, 18 cts.; 3,000 lines, 16 cts.; 3,500 lines, 15 cts. a line. Monthly, covering both English and Spanish editions, full page on yearly contract, \$125; ½ page, \$70; ¼ page, \$50; ¼ page, \$40; ½ page, \$30; ¼ page, \$25. Advertisements running less than one year are subject to additional charge of 8, 15 or 25% on less than 12, 9 or 5 months, respectively. Preferred position 25% extra.

ECO D'ITALIA—Every Thursday. Italian-Independent. Established 1849. Felice Tacci, publisher. Subscription, \$2; claimed average circulation for year 1913, 5,000; 6 pages, 6 columns; length of columns, 19½ in.; width, 2¼ in. Can use matrices. Office, 89 Park Street.

Advertising rates, upon application.

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EDUCATIONAL FOUNDATION—Monthly, except July and August. Educational. Educational Magazine Pub. Co., publishers. Subscription, \$1.25; claimed average circulation for year 1913, 7,000; 64 pages, 2 columns; length of columns, 6¾ in.; width, 2 in. Can use matrices. Forms close 4th of preceding month. Office, 31 East 27th Street.

Advertising rates, \$2 an inch; ¼ page, \$7; ½ page, \$12; one page, \$20.

ELECTRICAL RECORD—Monthly. Established as Buyers' Reference, 1892. The Gage Publishing Co. (Inc.), publishers. Subscription, \$2; claimed average circulation for year 1913, 8,000; 222 pages, 2 columns; length of columns, 10 in.; width, 3 in. Office, 114-16 Liberty Street.

Advertising rates on application.

ELECTRICAL WORLD—Every Saturday. Electrical. Established 1874. McGraw Publishing Co. (Inc.), publishers. Subscription, \$3; detailed average circulation for first six months 1914, 20,173*; 170 pages, 2 columns; length of columns, 10 in.; width, 3¾ in. Can not use matrices. Office, 239 West 39th St.

Advertising rates, full page, \$100; ½, ½ and ¼ pages, pro rata; 3 pages, within one year, \$88; 6 pages, \$80; 12 pages, \$72; 18 pages, \$68; 26 pages, \$64; 52 pages, \$60 a page. Back cover cards, \$12.50 per issue.

ELECTRIC RAILWAY JOURNAL—Every Saturday. City, Suburban, Interurban and Electrified divisions of Steam Railways. Established 1884. McGraw Publishing Co. (Inc.), publishers. Subscription, \$3; claimed average circulation for year 1913, 8,096; 100 to 160 pages, 2 columns; length of columns, 10¼ in. Office, 239 West 39th Street.

Advertising rates on application.

ELEGANCE PARISIENNE—Monthly (1st except June and July). Fashions. Established 1898. Paris-New York Fashion Co., publishers. Subscription, \$20; claimed average circulation for year 1913, 6,000; 40 to 48 pages, 2 columns; length of columns, 12 in.; width, 3¾ in. Can not use matrices. Forms close 10th of month preceding. Office, 7 West 22nd Street.

Advertising rates, full page, \$68; ½ page, \$37.50; ¼ page, \$20; ¼ page, \$12, with discounts of 5, 10 or 15% on 2, 5 or 10 pages within one year.

ELITE STYLES—Monthly. Fashions. Established 1896. Elite Styles Co. (Inc.), publishers. Subscription, \$2.50; guaranteed average circulation for year 1914-15, 50,000; 56 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Forms close 10th preceding month. Office, 9-11 East 37th Street.

Advertising rates, agate, 75 cts. a line; full page, \$450; ½ page, \$240; ¼ page, \$120.

ELKS ANTILER—Monthly. Elks. Fraternal. Established 1895. Arthur C. More-

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land, editor and publisher. Subscription, \$1; circulation—not given by publisher; 40 pages and cover, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 1158 Broadway.

Advertising rates, full page, \$40; ½ page, \$25; ¼ page, \$12.50. Reading notices, \$5 an inch.

ELÖRE—Every morning except Sunday. Hungarian. Socialist. Established 1900. Elore Publishing Assn'. (Inc.), publishers. Subscription, \$4; sworn average circulation for six months prior to April 1, 1914, City Edition, 8,500* net paid; National Edition, 17,000* net paid; 8 pages, 7 columns, length of columns, 19¼ in.; width, 2½ in. Can use matrices. Office, 5 Third Street.

Advertising rates, 60 cts. an inch; 500 in. within six months, 50 cts.; over 500 in., 40 cts. an inch. Orders exclusively for National Magazine edition, 25% additional. Translations free.

ENGINEERING MAGAZINE—Monthly. Engineering. Established 1891. The Engineering Magazine Co., publisher. Subscription, \$3; claimed average circulation for 1913, 11,250; 292 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 10th preceding month. Office, 140 Nassau Street.

Advertising rates, American edition, \$6.50 an inch.

ENGINEERING AND MINING JOURNAL—Monthly (1st). Mining and Engineering. Established 1866. Hill Publishing Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 9,596; 00 pages, 2 columns, length of columns, 10 in.; width, 3½ in. Can not use matrices. Forms close 20th month preceding. Office, 505 Pearl Street.

Advertising rates upon application.

ENGINEERING NEWS—Every Thursday. Civil Engineering and Contracting. Established 1874. The Hill Publishing Co., publishers. Subscription, \$5; claimed average circulation for year ending March 31, 1914, 20,000; 140 to 180 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 505 Pearl Street.

Advertising rates, \$78 a page; ranging down to \$50, according to space used during year; ½, ¼ and ⅓ pages, pro rata.

ERIE RAILROAD EMPLOYEES' MAGAZINE—Monthly. Railroad Employees. Established 1905. Erie Railroad, publishers. Subscription, \$1; claimed average circulation for year 1913, 40,000; 64 pages, 2 columns; length of columns, 7¼ in.; width, 2¼ in. Can use matrices. Forms close 27th of preceding month. Office, 50 Church Street.

Advertising rates, full page, \$50; ½ page, \$30; ¼ page, \$15; ⅓ page, \$8, with discount on 6 or 12 insertions.

EVERYBODY'S MAGAZINE—Monthly (23rd of month preceding). Literary.

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Established 1899. The Ridgway Co., publishers. Subscription, \$1.50; sworn detailed average circulation for year 1913, exceeding 600,000*; 144 pages and over, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 25th to the last day of second to third of preceding month. Office, Spring and MacDougal Streets.

Advertising rates, agate, \$2.678 a line; full page, \$600; ½, ¼ and ⅓ pages, pro rata. Resident schools and colleges, \$1.80 a line; \$403.20 per page. Classified, \$3 a line (4 lines, minimum; maximum, 12 lines).

EXPORT—AMERICAN INDUSTRIES. Monthly. Also AMERICA E INDUSTRIAS AMERICANAS, Spanish edition. Monthly. Semi-Literary—Semi-Trade—Export. Established 1908. Steven de Casesznak (Inc.), publisher. Subscription, \$2; claimed average circulation for year 1913, 40,000 (English, 15,000; Spanish, 25,000); 120 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close, both editions, 20th of preceding month. Office, 30 Church Street.

Advertising rates, on yearly contract ½ page, \$27.09; ¼ page, \$36.67; ⅓ page, \$47.08; ½ page, \$63.75; ⅓ page, \$75; 1 page, \$125. Prices cover insertions in both editions.

FAME AND FORTUNE—See Tousey's Weeklies.

FAMILY JOURNAL—Monthly (15th). Light Fiction. Established 1882. The International News Co., publishers. Subscription, \$1.75; claimed average circulation for 1913, 38,450; 80 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 28th of preceding month. Office, 83-85 Duane Street.

Advertising rates, 10 cts. a line; full page, \$35; ½ and ¼ pages, pro rata; one column, \$12; back cover page, \$60.

FAMILY STORY PAPER—Every Saturday. Literary. Established 1873. Norman L. Munro, publisher. Subscription, \$3; circulation—not given by publisher; 8 pages, 5 columns; length of columns, 18 in.; width, 2½ in. Forms close three weeks in advance. Office, 24-26 Vandewater Street.

Advertising rates, agate, 20 cts. a line.

FASHION BOOK—See Pictorial Review.

FIELD AND STREAM—Monthly. Sport, Adventure. Established 1895. E. F. Warner, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 53,000; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th preceding month. Office, 456 Fourth Avenue.

Advertising rates, \$6.25 an inch; full page, \$100; ½, ¼ and ⅓ pages, pro rata, with discounts of 5 or 10% on 6 or 12 insertions.

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FIELD ILLUSTRATED—Monthly (1st). Advance Agriculture and Rural Sports. Established 1902. Advance Agriculture Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 10,000; 64 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices. Forms close 25th of month preceding. Office, 29 West 42nd Street.

Advertising rates, agate, \$3 an inch; full page, \$80, with discount of 10% on yearly contract.

FINANCIAL AGE—Every Saturday. Financial. Established 1900. F. Howard Hooke, publisher. Subscription, \$5; claimed average circulation, including supplements, for year 1913, 21,800; 48 pages, 3 columns; length of columns, 11 in.; width, 2¼ in. Can use matrices. Office, U. S. Express Building, Trinity Place and Rector Street.

Advertising rates, agate, 25 cts. a line; preferred position, 30 cts. a line, with discounts of 15 or 25% on 6 months or one year.

FINANCIAL WORLD—Every Saturday. Financial. Louis Guenther, publisher. Subscription, \$4; circulation—not given by publisher; 24 to 28 pages, 2 columns; length of columns, 11 in.; width, 14 ems. Can use matrices. Office, 18 Broadway.

Advertising rates, narrow column, 25 cts. a line; wide column, 50% extra.

FINANCIER—Every Saturday. Financial. Established 1867. The Financier Publishing Co., publishers. Subscription, \$10; claimed average circulation for year 1913, 15,000; 100 pages, 3 columns; length of columns, 10½ in.; width, 2¼. Can use matrices. Office, 22 Thames Street.

Advertising rates, agate, 25 cts. a line.

FLORIST'S EXCHANGE—Every Saturday. Florist Seed and Nursery Trade. Established 1888. A. T. DeLaMare Printing & Publishing Co. Ltd., publishers. Subscription, \$1; claimed average circulation for year 1913, 10,000; 64 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Office 2-8 Duane Street.

Advertising rates, \$1 an inch, with discount of 10% on four or more insertions; 25% on 52 insertions, or 100 in. within one year. Reading notices, 20 cts. a line, flat. Classified, 10 cts. a line.

FOLLIA—Every Sunday. Italian. Republican. Established 1893. Marziale Sissa, publisher. Subscription, \$2; claimed average circulation for year 1912, 25,650; 8 pages, 7 columns; length of columns, 19½ in.; width, 2¼ in. Office, 226 Lafayette Street.

Advertising rates on application.

FOREST AND STREAM—Every Saturday. Sporting. Established 1873. Forest and Stream Publishing Co., publishers. Subscrip-

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tion, \$3; circulation—not given by publisher; 32 to 40 pages, 3 columns; length of columns, 10½ in.; width, 2¾ in. Office, 22 Thames Street.

Advertising rates, agate, 20 cts. a line; special "war-time" rate, until further notice, 10 cts. a line; discounts ranging from 5% on 13 times, to 20% on 26 times.

FREEMAN'S JOURNAL AND CATHOLIC REGISTER—Every Wednesday. Catholic. Established 1840. A. B. Ford, publisher. Subscription, \$2.50; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices. Office, Barclay Street and Park Place.

Advertising rates, agate, 30 cts. a line, with discounts of 10% on 300 lines; 15% on 500 lines; 20% on 750 lines; 25% on 1,000 lines; 33½% on 2,000 lines; reading notices, 50 cts.

FREIE ARBEITER STIMME—Every Saturday. Yiddish. Non-Political. Freie Arbeiter Stimme Co., publishers. Subscription, City, \$1; outside of City \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Office, 157 East Broadway.

Advertising rates, agate, 10 cts. a line, with discount of 5 or 10% on one or six months, respectively.

FRUITMAN'S GUIDE—Every Saturday. Fruit and Produce Trade. Established 1896. Fruitman's Guide (Inc.), publishers. Subscription, \$1; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 204 Franklin Street.

Advertising rates, \$1.25 an inch.

FRUIT TRADE JOURNAL AND PRODUCE RECORD—Every Saturday. Trade. Established 1889. Fruit Trade Journal Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 18,000; 24 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Can use matrices. Office, 76-78 Park Place.

Advertising rates, \$1.50 an inch.

FUN—Section of the Sunday edition of NEW YORK WORLD. Established 1912. Guaranteed average circulation for 1914-15 500,000; 16 pages, 3 columns; length of columns, 9 in.; width, 2 1/14 in. Can use matrices. Forms close 16 days in advance. Office, Pulitzer Building.

Advertising rates, 50 cts. a line, flat. See advertisement on page 451.

FURNITURE WORLD—Every Thursday. Trade. Established 1895. Towse Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913,

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6,400; 32 to 104 pages, 3 columns; length of columns, 11½ in.; width, 2¾ in. Office, 15 West 38th Street.

Advertising rates on application.

GAELIC AMERICAN—Every Saturday. Irish interests. The Gaelic American Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 31,780; 8 pages, 6 columns; length of columns, 19 in.; width, 20½ ems. Office, 165-167 William Street.

Advertising rates, \$1.20 an inch; 13 times, 5%; 26 times, 10%; 52 times, 20% discount.

GARDEN MAGAZINE AND FARMING—See Garden City, N. Y.

GAS ENERGY—Monthly. Mechanical. Established 1907. Gas Energy Co., publishers. Subscription, 50 cts., claimed average circulation for 1913, 7,000; 68 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Office, 24 Murray Street.

Advertising rates, ½ page, \$12; ¼ page, \$20; ½ page, \$35; one page, \$60.

GENTLEWOMAN—Monthly. Home. Established 1885. W. J. Thompson Co., publishers. Subscription, 20 cts.; guaranteed circulation for year 1914-15, 2,000,000; 20 to 32 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close 10th preceding month. Office, 627-649 West 43d St.

The Magazine of Mysteries, 500,000 circulation, The Rural Home, 750,000 circulation, were combined with the Gentlewoman August 1914, giving the Gentlewoman two million of real and exclusive small town and rural circulation.

Advertising rates, agate, \$7.40 a line; ¼ page (189 lines), \$1110; ½ page, \$2095; one page, \$3915; back cover page, \$4306.50.

See advertisement on page 537.

GIORNALE ITALIANO—Every morning. Italian. Non-political. Established 1908. Italian Press Publishing Assn. (Inc.), publishers. Subscription, \$7; circulation not given by publisher; 8 pages, 7 columns; length of column, 20 in.; width 2¼ in. Can use matrices. Office, 226 Lafayette St.

Advertising rates, agate, general display, 10 cts. a line; real estate, mail order or patent medicine, 15 cts. a line.

GLAS NARODA—Every afternoon except Sunday. Slovenian. Republican. Established 1892. Slovenic Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months ending March 31,

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1914, 9,932* net; 4 to 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, 82 Cortlandt Street.

Advertising rates, \$14 an inch, per month; e. o. d., \$9; 2 t. a w., \$7.25; 1 t. a w., \$5; three months, \$38 an inch; six months, \$70; one year, \$125; 2d page, 25% additional. Reading notices, 30 cts. a count line. Classified, 30 words, \$1 per insertion.

GLOBE AND COMMERCIAL ADVERTISER—Every evening except Sunday. Republican. Established 1897. The Commercial Advertisers Association, publishers. Subscription, \$3; sworn average circulation for six months, prior to April 1914, 144,982* net paid; 12 to 24 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 73-83 Dey Street.

Advertising rates, agate, 35 cts. a line; sporting pages, 40 cts. a line; second or third page, 45 cts.; last page, (full page only), \$1000; on yearly contract, 2,500 lines, 28 cts.; sporting page, 32 cts.; pages 2 or 3, 36 cts.; 20,000 lines, 26, 30 or 34 cts.; 30,000 lines 24, 28 or 32 cts.; 40,000 lines 22, 26 or 30 cts.; 50,000 lines, 20, 24 or 28 cts. a line. Publishers or Automobiles 25 cts.; pages, 2 or 3, 35 cts. a line, flat, with 5 or 10 cts. a line additional for position. Steamships, 35 cts. a line. Reading notices, \$2 a line; first page, \$2.50 a line. Double column advertisements must be at least 2 in. deep; three columns, 3 in. deep, etc. Classified, hotels and restaurants, resorts, apartments, excursions or real estate 20 cts. a line.

GOLF—Monthly. Golfing. Established 1894. Arthur Pottow, publisher. Subscription, \$3; claimed average circulation for 1913, 32,000; 64 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Can use matrices. Office, 286 Fifth Ave.

Advertising rates, agate, \$4 an inch; full page, \$60; ½, ¼ or ⅓ page, pro rata, with discounts of 10% on 6 months; 10% on 12 insertions or 3 pages used within one year.

GOLFERS' MAGAZINE—See Chicago, Ill. Also

See advertisement on page 456.

GOLF ILLUSTRATED & OUTDOOR AMERICA—Monthly (25th of month preceding.) Golfing. Established 1914. Franklin Coe publisher. Subscription \$4.; circulation —not given by publisher; 00 pages, 3 columns, length of columns 10 in.; width 2¼ in. Can not use matrices. Forms close 15th of month preceding. Office 389 Fifth Avenue.

Advertising rates, agate 25 cts. a line; full page, (420 lines) \$100, ½ or ¼ page pro rata, with a discount of 20% on 12 or more consecutive insertions.

The placing of pulling copy in a pulling position in pulling publications is one of the things we know how to do. If that service is valuable to you—you need us.

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GOOD HOUSEKEEPING MAGAZINE—Monthly. Established 1885. International Magazine Co., publishers. Subscription, \$1.50; detailed average circulation for year 1913, 348,173; 250 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close first of second month preceding date of issue. Office, 49 West 40th Street.

Advertising rates, agate, \$2.50 a line, flat.

GOOD ROADS—Weekly. Good Roads. Established 1892. E. L. Powers Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 8,000; 100 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Office, 150 Nassau Street.

Advertising rates, ⅞ page, \$8; ½ page, \$15; ¼ page, \$25; ½ page, \$40; one page, \$65; preferred position, 20% extra; opposite last page, reading matter, or index, 25% additional; inside covers, 50%; back cover, 100% extra. Discount on 3 months and longer.

HABERDASHER—Monthly. Trade. Established 1884. The Haberdasher Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 6,500; 150 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close 25th preceding month. Office, 50 Union Square.

Advertising rates, ⅞ page, \$6; ½ page, \$9; ¼ page, \$15; ½ page, \$26; one page, \$50; discounts for three months and longer. Classified, 25 cts. a line.

HANDELS-ZEITUNG—Every Saturday. German. Financial. Established 1851. Meyer Auerbach, publisher. Subscription, \$10; claimed average circulation for year 1913, 8,000; 16 pages, 4 columns; length of columns, 18 in.; width, 3¼ in. Can use matrices. Office, 130 Pearl Street.

Advertising rates, \$4.20 an inch.

HARDWARE AGE—Every Thursday. Trade. Established 1855. David Williams Co. (Inc.), publishers. Subscription, \$2; claimed average circulation for 1913, 17,250; 90 pages, 2 columns; length of columns, 10½ in. Cannot use matrices. Office, 239 West 39th St.

Advertising rates upon application.

HARDWARE DEALERS' MAGAZINE—Monthly. Hardware. Established 1893. D. T. Mallett, publisher. Subscription, \$1.50; claimed minimum circulation for year 1913, 18,000; 200 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month. Can use matrices. Office, 253 Broadway.

Advertising rates, ⅞ page, \$24; ¼ page, \$42; ½ page, \$72; one page, \$120. Discount on 3 months or longer.

HARDWARE REVIEW—Monthly (1st). Trade. Pentz Publishing Co., publishers.

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Subscription, \$1.50; detailed average circulation statement under date of Nov. 1, 1913, 13,538*; 78 pages, 2 columns, length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 1st. Office, Woolworth Bldg.

Advertising rates, full page, \$60; ½ page, \$35; ¼ page, \$20; ⅛ page, \$15.

HARLEM HOME NEWS—Semi-weekly. Wednesday and Sunday. Independent. James O. Flaherty, Jr., publisher. Subscription, \$1; detailed average circulation for 1913, 59,996*; 10 to 12 pages, 7 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices. Office, 143 West 125th Street.

Advertising rates, agate, 10 cts. a line, flat. Classified, 1c. per word. Reading notices, 20 cts. a line; first page, 35 cts. a line.

HARPER'S BAZAR—Monthly (29th preceding month). Fashions and Society. Established 1867. International Magazine Co., publishers. Subscription, \$1.50; guaranteed average circulation for 1914-15, 85,000; 76 to 100 pages, 4 columns; length of columns, 12 in.; width, 2 in. Forms close 1st preceding month. Office, 119 West Fortieth Street.

Advertising rates, agate, 80 cts. a line; full page (672 lines), \$500; ½, ¼ or ⅛ page, pro rata; second or third covers (4 colors), \$700. Classified, under heading "where to shop," \$30 a line per year.

HARPER'S MAGAZINE—Monthly. Literary. Established 1850. Harper & Brothers, publishers. Subscription, \$4; guaranteed average circulation for year 1913-14, exceeding 100,000* net; 168 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 3d of preceding month. Office, Franklin Square.

Advertising rates, agate, \$1.30 a line; ¼ page, \$56.25; ½ page, \$112.50; one page, \$225; with discount of 5% on one year contracts or on 6 or more pages used within one year.

HARPER'S WEEKLY—Every Saturday. Literary and General. Established 1857. The McClure Publications (Inc.), publishers. Subscription, \$5; circulation not given by publisher; 3 columns to page; length of columns, 12¼.; width, 2¼ in. Forms close 21 days in advance. Office, 251 4th Avenue.

Advertising rates, agate (minimum, single column, 7 lines; double column, 28 lines), 40 cts. a line; one page (510 lines), \$204; ⅓ and ⅔ pages, pro rata; second or third cover, one printing, \$225, two printings, \$250; back cover page, \$300 or \$360.

HEALTH CULTURE—Monthly. Hygiene. Established 1894. Health Culture Co., publishers. Subscription, \$1; claimed circulation for 1913, 34,000; 96 pages, 2 columns; length of columns, 8 in.; width, 2¼

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in. Forms close 10th preceding month. Office, 1133 Broadway.

Advertising rates, agate, 35 cts. a line; one inch, \$4; $\frac{1}{4}$ page, \$14; $\frac{1}{2}$ page, \$25; one page, \$50; 10% discount on yearly contracts.

HEARST'S MAGAZINE—Monthly. Review and Fiction. International Magazine Co., publishers. Subscription, \$1.50; guaranteed average circulation from May, 1914, exceeding 300,000; 150 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Forms close 1st of preceding month. Office, 119 West 40th Street.

Advertising rates, agate, full page (224 lines), \$336; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ pages, pro rata. Small Ad Directory, uniform setting (about six words to line) 20 cts. a line; display style or cuts, \$1.25 a line.

HEBREW STANDARD—Every Friday. Jewish (Printed in English). Established 1882. William J. Solomon, publisher. Subscription, \$2; circulation—not given by publisher; 16 pages, 5 columns; length of columns, 15 in.; width, 2 $\frac{1}{2}$ in. Office, 87 Nassau Street.

Advertising rates, agate, 20 cts. a line. Reading notices, 30 to 50 cts. a line. Discount on time contracts.

HERALD—Every morning including SUNDAY. Independent. Established 1835. New York Herald Co., publishers. Subscription, \$10; Sunday issue, \$2; claimed average circulation for six months prior to April, 1914, daily, 101,006* net paid; Sunday, 240,000; daily, 16 to 24 pages; Sunday, 86 to 120 pages, 7 columns; length of columns, 20 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, Herald Square.

Advertising rates, agate, daily or Sunday, 45 cts. a line. Business opportunities and financial, 40 cts. Medical, 50 cts. New publications, 30 cts. Real estate, week days, 25 cts.; Sundays, 30 cts. Help wanted, daily, 10 cts.; Sunday, 15 cts. a line. Resorts, 25 cts., daily; 30 cts., Sunday. Sporting, 50 cts. Automobiles, 35 cts. For sale, daily, 30 cts.; Sunday, 35 cts. Instruction, colleges and schools, 20 cts. a line. Double column advertisements must be at least 28 lines deep in daily, 42 lines deep in Sunday edition. Advertising rates in Sunday Magazine section supplement, and the Sunday Fashion supplement, 50 cts. a line, which includes display, cuts, etc.

HEROLD—Every morning and every evening except Sunday, and REVUE, Sundays. German. Independent. Established 1864. New Yorker Herold Printing and Publishing Co., proprietors. Subscription, morning or evening issue, \$3; Sunday \$2.50; sworn average circulation, for six months prior to April 1914, morning and evening combined, 68,161* net paid; Sunday, 00,000; daily, 8 to 10 pages; Sunday, 26 to 32 pages, 7 columns; length of

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columns, 17 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 24 North William Street.

Advertising rates, either daily or Sunday, 15 cts. a line; discount, 10% on 10,000 lines or more, within one year; combination rate, morning and evening, 25 cts. a line; 10,000 lines or more, within one year, 22 $\frac{1}{2}$ cts. a line. Reading notices, either paper, 50 cts. a line; first page, \$1.

See advertisement on page 444.

HESSEN-DARMSTADER ZEITUNG UND HESSISCHE BLAETTER—Every Saturday. German. Non-political. Established 1888. Voelcker Bros., publishers. Subscription, \$2; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 20 in.; width, 2 $\frac{1}{4}$ in. Office, 312-316 East 23d Street.

Advertising rates, \$20 an inch, per year.

HINTS—Monthly, except July and August. School, Church and Home Entertainments. Established 1899. Entertainment Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 103,759; 32 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{4}$ in. Forms close 8th preceding month. Office, 1193 Broadway.

Advertising rates, agate, 30 cts. a line, with discounts.

HOLY NAME JOURNAL—See, Somerset, Ohio.

HOMILETIC MONTHLY AND CATECHIST—Monthly. Catholic. Ecclesiastical. Established 1900. Joseph F. Wagner, publisher. Subscription, \$3; circulation—not given by publisher; 120 pages, 2 columns; length of columns, 8 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Forms close 16th preceding month. Office, 9 Barclay Street.

Advertising rates, \$2.50 an inch; six consecutive insertions, \$2.25 an inch, per time; one year, \$2, each insertion; $\frac{1}{8}$ page, \$4; $\frac{1}{4}$ page, \$8; $\frac{1}{2}$ page, \$15; one page, \$30.

HOMILETIC REVIEW—Monthly. Un denominational. Established 1877. Funk & Wagnalls Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 20,000; 115 pages, 2 columns; length of columns, 8 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Forms close 1st of the month. Office, corner Fourth Avenue and 26th Street.

Advertising rates, agate, 30 cts. a line; full page, \$50; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ pages, pro rata. Inside cover pages, \$70; last cover page, \$100.

HORSELESS AGE—Every Wednesday. Automobile. Established 1895. The Horseless Age Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 12,500 net; 90 pages, 2 and 3 columns; length of columns, 10 in.; width, 3 $\frac{1}{2}$ and 2 $\frac{1}{4}$ in., respectively. Office, 250 West 54th Street.

Advertising rates, \$5 an inch; 2 in., \$9; $\frac{1}{2}$ page, \$15; $\frac{1}{4}$ page, \$25; $\frac{1}{8}$ page, \$32; $\frac{1}{16}$

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page, \$40; one page, \$70. Discount on 13 or more insertions.

HOTEL GAZETTE—Every Saturday. Commercial. Established 1876. John Martin, publisher. Subscription, \$2; claimed average circulation for 1913, exceeding 6,500; 12 pages, 5 columns; length of columns, 17 in.; width, 2½ in. Office, 1123 Broadway.

Advertising rates, \$1 an inch. Discount, 5, 10 and 25% on 3, 6 and 12 months, respectively.

HOTEL REGISTER—REVIEW—Every Saturday. Commercial. Established 1884. Gehring Publishing Co., publishers. Subscription, \$4; circulation—not given by publisher; 44 to 72 pages, 2 and 3 columns; length of columns, 11 in.; width, 3½ and 2½ in. Office, 1269 Broadway.

Advertising rates, agate, full page, \$40; ½ page, \$20; ¼ page, \$12; ⅓ page, \$6; ⅕ page, \$4, with discounts on 3, 6 or 12 month contracts.

HOUSE AND GARDEN—Monthly. Home building. Decorative and Gardens. Established 1901. McBride, Nast & Co., publishers. Subscription, \$3; claimed average circulation for year 1913, approximately, 26,000; 80 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close 8th preceding month. Office, 81 East 17th Street.

Advertising rates, agate, 60 cts. a line; one page (magazine size), \$120; ½ or ¼ page, pro rata, with discounts of 5 or 10% on 6 or 12 insertions.

HOUSE BEAUTIFUL—Monthly. House Plans, Decorations, Gardening, etc. Established 1896. The House Beautiful Publishing Co., publishers. Subscription, \$3; guaranteed circulation for year 1914-15, 50,000*; 64 to 80 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close 5th preceding month. Office, 432 Fourth Avenue.

Advertising rates, agate, 80 cts. a line; one page (441 lines), \$350; regular magazine page (16 in.), \$179.20; ¼ and ⅓ pages, pro rata.

HOUSEWIFE—Monthly. For women. Established 1884. The A. D. Porter Co., publishers. Subscription, 50 cts.; guaranteed circulation for year 1914-15, 500,000*; 28 to 36 pages with cover, 4 columns; length of columns, 14½ in.; width, 2½ in. Can use matrices. Forms close 5th of second preceding month. Office, 80 Irving Place.

Advertising rates, agate, \$2.50 a line; ¼ page, \$450, ½ page, \$875; one page, \$1,600.

HOUSEWIVES LEAGUE MAGAZINE—Monthly (1st). For Women. Established 1913. Housewives League, publishers. Subscription, \$1; claimed average circulation for year 1913, 30,000; 48 pages, 2 columns;

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length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 15th of preceding month. Office, 27 East 22nd Street.

Advertising rates, agate, 50 cts a line; full page, \$100; ½, ¼ or ⅓ page, pro rata, with discount of 5 or 10% on 6 or 12 months' contract.

HRVATSKI SVIJET—Every evening except Sunday. Croatian—Non-partisan. Established 1908. Croatian News Co., publishers. Subscription \$3; claimed average circulation for 1913, 9,000; 4 to 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Cannot use matrices.

Advertising rates on application.

ILLUSTRATED COMPANION—Monthly. Fiction. Established 1880. F. B. Warner Co., publishers. Subscription, 25 cts.; detailed average circulation February 1st, 1914, 270,000*; 16 to 32 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 18th of preceding month. Office, 90 Chambers Street.

Advertising rates, agate, \$1 a line; full page (776 lines), \$582; ½ page, \$323.33; ¼ page, \$169.75. Preferred position, 15% extra. Reading notices, \$1.25 a line.

See advertisement on page 547.

ILLUSTRATED MILLINER—Monthly. Fashion. Established 1900. The Illustrated Milliner Co., publishers. Subscription, \$4; sworn claimed average circulation for year 1913, 9,141; 64 to 206 pages, 2 columns; length of columns, 10½ in.; width, 3¾ in. Office, 656 Broadway.

Advertising rates, ⅓ page, \$12.50; ¼ page, \$20; ½ page, \$35; one page, \$65, with discounts on two or more insertions.

ILLUSTRATED RECORD—Every Saturday. Sporting. Established 1892. H. J. Bott-hof, publisher. Subscription, \$2; circulation—not given by publisher; 16 pages, 5 columns; length of columns, 15 in.; width, 2½ in. Forms close one week in advance. Office, 17 Spruce Street.

Advertising rates, agate, 35 cts a line. No discount for time or space.

ILLUSTRATED SUNDAY MAGAZINE—Issued co-operatively by and as a part of Sunday editions of Philadelphia Record, Pittsburgh Gazette-Times, Rochester Democrat and Chronicle, Memphis Commercial Appeal, Boston Herald, Detroit Free Press, New Orleans Times-Democrat-Picayune, Richmond Times Dispatch, Columbus Dispatch, Dayton News, Louisville Courier-Journal, Minneapolis Tribune, Milwaukee Sentinel, Buffalo Times, Worcester Telegram, Des Moines Register and Leader, Omaha World-Herald and Providence Tribune. Detailed average circulation for year 1913-14, 1,300,000; 4 columns to page; length of columns, 13 in.; width of columns,

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2¼ in. Forms close 4 weeks in advance. Office, 250 Fifth Avenue.

Advertising rates, agate, \$4 a line; full page one time, \$2,592; ¼ and ½ page, pro rata; back cover (3 colors), \$2,900.

See advertisement on page 507.

INDEPENDENT—Every Monday. General and Chautauquan News. Established 1848. Karl V. S. Howland, publisher. Subscription, \$3; claimed average circulation for year 1913, 50,000; 44 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close Friday 10 days preceding. Can use matrices. Office, 119 West 40th Street.

Advertising rates, agate, one time, 40 cts. a line, \$168 per page; financial and insurance, 50 cts. a line; \$210 per page; 1,000 lines, 35 cts.; 2,000 lines, 30 cts. a line. Schools and hotels, 30 cts. a line each insertion.

INTERNATIONAL—Monthly (5th). Literary. International Monthly (Inc.), publishers. Subscription, \$1.50; claimed average circulation for 1913, 15,000; 32 pages, 2 columns; length of columns, 9½ in.; width, 2½ in. Cannot use matrices. Forms close 20th of month preceding. Office, 715 Broadway.

Advertising rates, \$2.10 an inch; full page, \$50; inside back cover, \$100; ½, ¼, ⅓ and ⅙ page, pro rata.

INTERNATIONAL CONFECTIONER—Monthly. Trade. Established 1892. The International Confectioner (Inc.), publishers. Subscription, \$1; sworn detailed average circulation for nine months ending July, 1913, 7,500 net; 148 pages, 2 columns; length of columns, 9 in.; width, 2½ in. Forms close 1st. Can use matrices. Office, 221-25 West 17th Street.

Advertising rates, full page, \$65; ½ page, \$38; ¼ page, \$21; ⅙ page, \$11, with discounts on 2 or more insertions.

INTERNATIONAL JOURNAL OF SURGERY—Monthly. Surgical and Gynecology. Established 1887. International Journal of Surgery Co., publishers. Subscription, \$1; circulation—not given by publisher; 38 pages, 2 columns; length of columns, 9 in.; width, 3 in. Forms close 15th preceding month. Can use matrices. Office, 100 William Street.

Advertising rates, ½ page, one month, \$13; three months, \$30; six months, \$55; one year, \$90; one page, one month, \$60; one year, \$600.

INTERNATIONAL STUDIO—Monthly. Art and house Architecture—Decoration. Established 1897. John Lane Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 10,000; 170 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 10th of preceding month. Office, 120 West 32nd Street.

Advertising rates, agate, \$5 an inch; ½ page, one time, \$15; ¼ page, \$30; ⅙ page,

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\$60; one page, \$120. Discount, 5% on six months; 10% on one year.

IRISH-AMERICAN—Every Saturday. Democratic. Established 1849. The Irish-American (Inc.), publishers. Subscription, \$1.50; claimed average circulation for year 1913, 15,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2⅞ in. Can use matrices. Office, 185 Madison Avenue.

Advertising rates, agate, 15 cts. a line, with discounts on 3, 6 or 12 month contracts.

IRISH WORLD—Every Wednesday. Catholic. Independent. Established 1870. Patrick Ford, publisher. Subscription, \$2.50; circulation—not given by publisher; 12 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Can use matrices. Office, 13 Barclay Street.

Advertising rates, agate, 30 cts. a line, with discounts of 10, 15, 20 or 25% on 300, 500, 750 or 1,000 lines; preferred position, 20% extra. Special notices, 50 cts. a line. Reading notices, \$1 per agate line.

IRON AGE—Every Thursday. Trade. Established 1855. David Williams Company publishers. Subscription, \$5; detailed average circulation for year 1913, 12,102*; 260 pages, 2 columns, length of columns, 11 in.; width, 3¼ in. Can use matrices. Office, 239 West 39th Street.

Advertising rates upon application.

JACOBS & COMPANY.

See advertisement on pages 502, 503, 504, 505 and 506.

JAPANESE AMERICAN COMMERCIAL-WEEKLY—Every Saturday. Japanese. Commercial. Established 1900. Toichi Nakahara, publisher. Subscription, \$2; claimed average circulation for 1913, 23,000; 10 pages, 6 columns; length of columns, 9½ in.; width, 2¾ in. Office, Tribune Building.

Advertising rates, \$1.50 an inch; one month, \$5; six months, \$25; one year, \$45; one column, one time, \$15; one page, \$90; front cover, ½; back cover, ⅓ times more than above rate.

JEWELERS' CIRCULAR WEEKLY—Every Wednesday. Trade. Established 1869. The Jewelers' Circular Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 9,000; 150 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 11 John Street.

Advertising rates, \$2 an inch; ⅓ page, \$4; 1/10 page, \$6; ½ page, \$8; ¼ page, \$10; ⅙ page, \$16; ⅓ page, \$20; ½ page, \$30; ⅔ page, \$40; one page, \$60.

JEWISH FARMER—Monthly. Agriculture. Established 1907. Jewish Agricultural and Industrial Aid Society, publishers. Subscription, 25 cts.; claimed average circulation for 1913, 5,000; 24 pages, 3 columns; length of

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columns, $9\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 189 Second Avenue.

Advertising rates, agate, 5 cts. a line; 1 page, \$20; $\frac{1}{2}$ page, \$10. Translations made if desired.

JEWISH FORWARD—Every evening except Saturday and Sunday evening. SATURDAY AND SUNDAY MORNING. Jewish Labor. Established 1897. Forward Association, publishers. Subscription, \$3.50; sworn average circulation for year ending March, 1914, 158,492* net; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 175 East Broadway.

Advertising rates, agate, 12 cts. a line; 1,000 lines, 11 cts.; 2,000 lines, 10 cts. a line. Preferred position or reading notices, 20% extra.

See advertisement on page 534.

JEWISH MORNING JOURNAL—Every morning except Saturday. Jewish Independent. Established 1901. Jewish Press Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 96,345* net; 8 pages, 7 columns; length of columns, $20\frac{3}{4}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 77 Broadway.

Advertising rates, agate, 15 cts. a line; 2,500 lines, within one year, 10 cts. a line. Reading notices, editorial page, 50 cts. a line; first page, \$1; other pages, 30 cts. a line. Preferred position, 20% extra.

JEWISH NEWS—Every evening except Saturday. SUNDAY MORNING. Established 1885. Sarason & Son, publishers. Subscription, \$4; sworn average circulation for six months prior to October, 1913, 56,800* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, $12\frac{1}{2}$ in. Can use matrices. Office, 187 East Broadway.

Advertising rates, agate, 15 cts. a line; 2,500 lines, within one year, 10 cts. a line; preferred position, 10 to 25% extra. Reading notices, 35 cts. per agate line; first or editorial page, \$1; opposite editorial or last page, 50 cts. a line.

JOHN MARTIN'S BOOK—Monthly (25th). Juvenile. Established 1912. John Martin's House (Inc.), publishers. Subscription, \$3; claimed average circulation for 1913, exceeding 13,000; 00 pages, Magazine size, $5\frac{1}{2} \times 8$ in. Forms close 30 days in advance. Office, 5 West 39th Street.

Advertising rates, single pages, \$110; six consecutive insertions, \$100 per page; cost of drawings and plates, \$15 a page.

JOURNAL—Every evening except Sunday. Established 1896. W. R. Hearst, proprietor. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 758,534* net paid; 10 to 24 pages, 8 columns; length of columns, 20 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, Broadway and 38th Street.

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Advertising rates, agate, 14 lines, or more, run of paper, 60 cts.; next reading matter, 70 cts.; full position, 75 cts. a line. Preferred pages—space limited—pages 2 or 3, 85 cts.; next to reading, 95 cts.; full position, \$1; magazine pages, 85 cts.; full position, \$1; sporting pages, 70 cts. a line; full position, 85 cts. a line. Reading notices, any page, except first page, \$5 a line; first page, \$10. No extra charge for cuts, display or broken columns, but broken column advertisements must equal 42 lines across two columns; 75 lines across 3 columns; 100 lines across 4 columns; 140 lines across 5 or more columns. Classified, same as display.

JOURNAL OF COMMERCE AND COMMERCIAL BULLETIN—Every morning except Sunday. Commercial and General News. Established 1827. Journal of Commerce and Commercial Bulletin (Inc.), publishers. Subscription, \$12; sworn average circulation for six months prior to April, 1914, 17,101* net paid; 16 to 20 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 32 Broadway.

Advertising rates, agate, 20 cts. a line; financial and insurance, 25 cts. a line; first page, double rates. Reading notices, \$1 a line.

JOURNAL OF THE OUTDOOR LIFE—Monthly. Anti-Tuberculosis. Established 1904. Journal of the Outdoor Life Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 6,000; 48 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Office, 289 Fourth Avenue.

Advertising rates, \$2.75 an inch; three months, \$7; six months, \$12; one year, \$22; $\frac{1}{4}$ page, one time, \$10; $\frac{1}{2}$ page, \$18; one page, \$30.

JOURNAL OF THE TELEGRAPH—Monthly. Telegraphy. Established 1866. Western Union Telegraph Co., publishers. Subscription, \$1; claimed circulation for year 1913, 37,000; 16 to 70 pages, 3 columns; length of columns, $8\frac{1}{2}$ in.; width, 2 in. Office, 195 Broadway.

Advertising rates, \$2 an inch; $\frac{1}{2}$ page, one time, \$25; $\frac{1}{4}$ page, \$12.50; last cover page, 25% additional.

JUDGE—Every Saturday. Humorous. Established 1881. Leslie-Judge Company, publishers. Subscription, \$5; guaranteed detailed average circulation for 1914-15, 112,500*, 95% net paid; 24 pages or more, 3 columns; length of columns, 10 in.; width, $2\frac{1}{2}$ in. Forms close 3 weeks in advance. Office, 225 Fifth Avenue.

Advertising rates, agate, 75 cts. a line; single column, \$105; full page (420 lines), \$315; $\frac{1}{2}$ or $\frac{1}{4}$ page, pro rata; back cover (2 or 3 colors), \$615. Reading notices, \$1.50 a line.

JUDGE'S QUARTERLY—Published January, April, July and October. Humorous. Es-

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published 1890. Leslie-Judge Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 19,000; 60 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 1st of December, March, June and September. Office, 225 Fifth Ave.

Advertising rates, agate, 20 cts. a line; full page (700 lines), \$125; ¼ page (175 lines), \$31.50.

LADIES' WORLD AND HOUSEKEEPER—Monthly. Literary. Household and Fashion. Established 1879. McClure Publications (Inc.), publishers. Subscription, \$1; guaranteed average circulation for 1914-15, 1,000,000; 40 to 76 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Forms close 5th of second preceding month. Office, McClure Building, 4th Avenue and 20th Street.

Advertising rates, agate, \$5 a line, with discounts of 10 or 15% on 200 or 800 lines in one issue.

LEADER—Monthly. Boys and Girls. Catholic. Established 1865. Paulist Fathers, publishers. Subscription, \$1; circulation—not given by publishers; 32 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month. Office, 120-122 West 60th Street.

Advertising rates, agate, \$2 an inch; ¼ page, \$4; ½ page, \$7; ¾ page, \$13; one page, \$25. Preferred position, 10% extra. Discount, three months, 5%; six months, 7%; one year, 15%.

LESLIE'S WEEKLY—Every Thursday. Illustrated Weekly. Established 1855. Leslie-Judge Company, publishers. Subscription, \$5; detailed average circulation for year 1913, 379,196* net paid; guaranteed for 1914, 15,350,000*, 95% net paid; 24 pages or more, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Forms close three weeks in advance; for covers, 6 weeks in advance of publication. Office, 225 Fifth Avenue.

Advertising rates, agate, \$1.75 a line; ¼ page, \$315; ½ page, \$630; one page (800 lines), \$1,260; back cover page, (2 printings), \$1,600; back cover page (3 printings), \$1,800.

LIBERTY BOYS OF '76—See Tousey's Weeklies.

LIFE—Every Thursday. Humorous. Established 1883. Life Publishing Co., publishers. Subscription, \$5; claimed average circulation for year 1913, exceeding 200,000; 44 to 80 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20 days in advance. Office, 17 W. 31st Street.

Advertising rates, agate, \$1.50 a line; full page, \$630; ¼ and ½ pages, pro rata. Reading notices, \$2.75 a line.

See advertisement on page 477.

LIFE INSURANCE INDEPENDENT—Monthly. Insurance. Established 1889. N. H. Weed, editor and publisher. Subscription, \$2;

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claimed average circulation for 1913, 10,000; 32 pages, 2 columns; length of columns, 9¾ in.; width, 3¼ in. Office, Woolworth Building.

Advertising rates, full page, \$800; ½, ¼ or ⅓ page, pro rata.

LINDENSTEIN, Inc., S. G.

See advertisement on page 461.

LITERARY DIGEST—Every Saturday. Review, News, etc. Established 1890. Funk & Wagnalls Co., publishers. Subscription, \$3; detailed average circulation for year 1913, 277,157*; 44 to 88 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Forms close eleven days in advance. Office, 354 Fourth Avenue.

Advertising rates, agate, \$1.75 a line; one page (441 lines), \$730; back cover (2 colors), \$1,100; 3 colors, \$1,150; inside covers (2 colors), \$975; 3 colors, \$1,025. Private schools, \$1.25 a line. Reading notices, \$3 a line. Special rate for classified columns (1¼ in. wide), \$1.25 a line.

LUMBERMAN'S REVIEW—Monthly. Lumber. Established 1892. John G. Staats, publisher. Subscription, \$1; circulation—not given by publisher; 48 to 64 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 8th of each month. Office, 45 Broadway.

Advertising rates on application.

McCALL'S MAGAZINE—Monthly. Also McCALL'S BOOK OF FASHIONS—Quarterly. Fashions. Established 1871. The McCall Co., publishers. Subscription, Magazine, 50 cts.; Book of Fashions, 80 cts.; sworn detailed average circulation for year 1913, 1,274,048*; Book of Fashions, 200,000; 100 pages, 3 columns; length of columns, 9½ in.; width, 2¼ in.; Book of Fashions, 00 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 5th of second preceding month; Book of Fashions, Spring, Nov. 20th, out Jan. 15th; Summer, Feb. 20th, out April 15th; Fall, June 20th, out Aug 15th; Winter, Aug. 20th, out Oct. 15th. Office, 236-246 West 37th Street.

Advertising rates, agate, \$6 a line; full page, \$2,160; ½ page, \$1,164; ¼ page, \$600. **BOOK OF FASHIONS**, full page (700 lines), \$800; ½ or ¼ page, pro rata; second or third covers (two colors), \$900; back cover (three colors), \$1,300.

McCLURE'S MAGAZINE—Monthly. Literary. Established 1893. The McClure Publications (Inc.), publishers. Subscription, \$1.50; guaranteed average circulation for 1914-15, 500,000 net paid; 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th of 2nd preceding month. Office, McClure Bldg., 4th Avenue and 20th Street.

Advertising rates, \$2.50 a line; full page, \$525; ½, ¼ or ⅓ pages, pro rata.

McKINNEY, J. P. & Son.

See advertisement on page 442.

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MACHINERY—Monthly. Mechanical. Established 1894. The Industrial Press, publishers. Subscription, \$2; detailed average circulation for year ending April, 1914, 25,845*; 80 to 100 reading and 230 to 250 advertising pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 140-148 Lafayette Street.

Advertising rates upon application.

MAGAZINE OF FUN—Monthly. Humorous. Established 1891. Leslie-Judge Company, publishers. Claimed average circulation for year ending April 30, 1914, 30,000; subscription, \$1; 36 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Forms close first of month preceding date of publication. Office, 225 Fifth Avenue.

Advertising rates, agate, 20 cts. a line; ¼ page, \$18; full page (400 lines), \$72. Reading notices, 40 cts. a line.

MAIL—Every evening except Sunday. Republican. Established 1837. The Mail and Express Co., publishers. Subscription, \$4.50; Saturday only \$2.50; sworn detailed average circulation for year ending April 1914, 133,281* net paid; 12 to 16 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 203 Broadway.

Advertising rates, agate, 35 cts. a line; 1,000 lines, within one year, 34 cts.; 2,500 lines, 32 cts.; 5,000 lines, 30 cts.; 10,000 lines, 29 cts.; 20,000 lines, 28 cts. a line; designated page, other than editorial page, 40 cts. a line; preferred position (minimum, 28 lines), next reading, 5 cts. a line extra; next to and following reading, 10 cts. a line extra. Double column advertisements must be at least 28 lines deep. Classified, business opportunities, special notices, financial, 35 cts.; bankers and brokers and trust companies or publications, 20 cts. a line; automobiles, 30 cts.; instruction, 20 cts.; real estate or resorts, 20 cts. a line; sporting, 50 cts. Reading notices, first page, \$2.50 a line; other pages, \$1.75 a line; run of paper, \$1.50 a line. Illustrated Saturday Magazine, 4 columns to page, 178 lines to column; 13½ ems pica wide. Advertising rates, agate, 40 cts. a line.

MAIL ORDER ASSOCIATION—Comprising the Sunday editions of New York World, St. Louis Post-Dispatch, Boston Globe, Philadelphia Inquirer, Pittsburg Press, Cleveland Plain Dealer, Detroit News-Tribune, Chicago Herald, Seattle Post-Intelligencer, Milwaukee Free Press, Omaha Bee, Des Moines Register and Leader, New Orleans States. Circulation for year 1913, exceeded 2,100,000. Publication office, 902 World Bldg., Park Row.

Advertising rates, agate (minimum 5 lines), \$2.50 per line.

See advertisement on page 557.

MARITIME REGISTER—Every Wednesday. Shipping. Established 1869. Worlds Maritime News Co., publishers. Subscription, \$35; claimed average circulation for year 1913, 5,000; 00 pages, 5 columns, length of

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columns, 14½ in.; width, 2¼ in. Can not use matrices. Office, 88 to 90 Gold Street.

Advertising rates, agate, general advertising pages, 25 cts., a line; opposite reading, 35 cts. a line; back page, 50 cts. a line.

MASSES—Monthly (1st). Socialist. Established 1911. The Masses Publishing Co., publishers. Subscription, \$1; claimed average circulation for year ending June, 1914, 15,000; 24 pages, 3 columns; length of columns, 12 in.; width, 3 in. Cannot use matrices. Forms close 1st of preceding month. Office, 82 Greenwich Avenue.

Advertising rates, 20 cts. a line; back page, (in colors), \$150 with discounts of 10 or 25% on six months or yearly contracts.

MATHEWS (Julius) LIST—See Boston Mass., also.

See advertisement on page 473.

MAY MANTON'S FASHION BOOK—Quarterly. Also May Manton Fashion Monthly. Guaranteed average circulation for year 1914, 200,000; Fashion Monthly, 3,000,000. May Manton Pattern Co., publishers. Office, Broadway and 32d Street.

Advertising rates, May Manton Fashion Monthly, \$4 per line. Fashion Book, \$600 a page and pro rata for less space.

MEDICAL JOURNAL—Every Saturday. Medical. Established 1843. A. R. Elliott Publishing Co., publishers. Subscription, \$5; claimed average circulation for 1913, 28,300; 96 pages, 2 columns; length of columns, 9½ in.; width, 3¼ in. Office, 66 West Broadway.

Advertising rates, 60 cts. a line; ½ page, \$14; three months, \$182; six months, \$250; one year, \$400; ½ page, \$35; one page, \$60.

MEDICAL RECORD—Every Saturday. Medical. Established 1866. Wm. Wood & Co., publishers. Subscription, \$5; circulation—not given by publisher; 88 to 92 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Office, 51 Fifth Avenue.

Advertising rates, nonpareil, 1/10 column (12 lines), one time, \$4. Further rates on application.

MEDICAL TIMES—Monthly. Medical. Established 1872. Medical Times Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,500; 52 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can not use matrices. Forms close 20th. Office, 81 Fulton St.

Advertising rates, full page, \$44; ½ page, \$26; ¼ page, \$16; ⅓ page, \$10; ⅙ page, \$6, with discounts on 3, 6 or 12 months contracts.

MEN'S WEAR—Semi-Monthly. Trade. Established 1896. Fairchild Company, editors and publishers. Subscription, \$2; claimed average circulation for 1913, 5,000; 200

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pages, 2 columns; length of columns, 10 in.; width, 3 11/16 in. Office, 42 East 21st Street.

Advertising rates, full page, \$50; 1/2 page, \$25; 1/4 page, \$15; 1/8 page, \$10, with discounts on 12 or 24 insertions.

MERCANTILE AND FINANCIAL TIMES—Every Saturday. Commercial. Established 1875. Francis Swigert, publisher. Subscription, \$5; circulation—not given by publisher; 16 pages, 3 columns; length of columns 12 in., width, 2 1/2 in. Office, 66 Murray Street.

Advertising rates, 25 cts. a line; per inch, \$2; 1/2 page, \$8; 1/4 page, \$15; 1/8 page, \$25; one page, \$50; reading notices, 25 cts. a line.

MESSENGER OF THE SACRED HEART—Monthly. Catholic. Established 1866. Apostleship of Prayer, publishers. Subscription, 50 cts.; sworn detailed average circulation for six months ending July, 1914, 249,831* net; 80 pages, 2 columns; length of columns, 8 in.; width, 2 5/8 in. Forms close 25th of second preceding month. Office, 41 Park Row.

Advertising rates, agate, \$1. a line flat; one page, \$200; 1/2, 1/4 and 1/8 pages, pro rata.

METAL INDUSTRY—Monthly (1st). Trade, Established 1903. The Metal Industry Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 8,640 net; 00 pages, 2 columns, length of columns, 10 in.; width, 3 1/2 in. Can not use matrices. Forms close 20th of month preceding. Office, 99 John Street.

Advertising rates, full page, \$41.67; 1/2 page, \$22.92; 1/4 page, \$13.75; 1/8 page, \$7.50; 1/16 page, \$4.17.

METAL WORKER, PLUMBER & STEAM FITTER—Every Friday. Mechanical. Established 1874. David Williams Co., publishers. Subscription, \$2; claimed average circulation for year ending April 1914, 10,100; 100 pages, 2 columns; length of columns, 11 in.; width, 3 3/8 in. Can not use matrices. Office, 239 West 39th Street.

Advertising rates, full page, \$60; 1/2 page, \$32; 1/4 page, \$17; 1/8 page, \$9; 1/16 page, \$5, with discounts on 3, 6, 13, 26 or 52 insertions.

METRONOME—Monthly (1st). Musical. Established 1885. Metronome Pub. Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 22,174; 40 pages, 3 columns; length of columns, 12 in.; width, 2 3/8 in. Can use matrices. Forms close 15th. Office, 46 Cooper Square.

Advertising rates, \$3.20 an inch.

METROPOLITAN MAGAZINE—Monthly. Established 1895. The Metropolitan Magazine Co., publishers. Subscription, \$1.50; guaranteed average circulation beginning October, 1914, 350,000, 95% net paid; 4 columns to

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page; length of columns, 12 3/4 in.; width, 2 1/4 in. Forms close 18th to 26th of second preceding month. Office, 432 Fourth Avenue.

Advertising rates, agate, \$2 a line; quarter page or more, \$1.77 a line; page, \$1200; 1/2 and 1/4 page, pro rata; back cover rubber offset process (four colors) \$2000; inside covers rubber offset (four colors) \$1600, rotary gravure, \$1300, 2 color \$1400; 3 color process page, \$2000.

See advertisement on page 439.

MILLINERY TRADE REVIEW—Monthly (1st). Trade and Fashion. Established 1876. Millinery Trade Publishing Co., publishers. Subscription, \$4; circulation—not given by publisher; 130 pages, 2 columns; length of columns, 10 in.; width, 3 3/4 in. Can use matrices. Forms close 20th of preceding month. Office, 1182 Broadway.

Advertising rates, full page \$75; 1/2 page, \$45; 1/4 page, \$25, with discounts on 4, 8, 12 or more insertions.

MISSIONARY REVIEW OF THE WORLD—Monthly. Unsectarian. Established 1887. Funk & Wagnalls Company, publishers. Subscription, \$2.50; claimed average circulation for year 1913, 10,500; 96 pages, 2 columns; length of columns, 8 1/2 in.; width, 2 3/4 in. Forms close 10th preceding month. Office, Corner Fourth Avenue and 26th Street.

Advertising rates, 1 inch (1/8 page), \$2; 1/2 page, \$4; 1/4 page, \$8; 1/8 page, \$15; one page, \$25; 10% discount on 3 or more pages to be used within one year.

MONTHLY FASHION BOOK—See Pictorial Review.

MOODY'S MAGAZINE—Monthly. Financial. Established 1905. Moody Magazine and Book Company (Inc.), publishers. Subscription, \$3; claimed circulation for year, 1913, 10,500; 56 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Forms close 1st. Can use matrices. Office, 35 Nassau Street.

Advertising rates, full page, \$100; 1/2, 1/4 or 1/8 page, pro rata, with discounts for time and space.

MOTION PICTURE NEWS—Every Saturday (1 week ahead.) Moving Picture. Established 1908. Exhibitor's Times (Inc.) publishers. Subscription, \$2; claimed average circulation for year 1913, 7,500; 84 pages, 3 columns, length of columns, 9 3/4 in.; width 2 3/8 in. Can use matrices. Forms close Wednesday. Office 220 West 42nd Street.

Advertising rates, \$2.10 an in.; full page, \$50; 1/2, 1/4, 1/8, or 1/16 page pro rata, with discount on 26 or 52 consecutive insertions.

MOTOR—Monthly. Motoring. Established 1903. New Publication Co., publishers. Subscription, \$3; guaranteed average circulation for year 1914, 25,000*; 150 pages or more, 2 and 3 columns; length of columns, 12 in.;

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width, 4 and 2½ in. Office, 119 West 40th Street.

Advertising rates, \$9 an inch; one year, \$7 per issue; ½ page, one time, \$35; ¼ page, \$60; ½ page, \$100; one page, \$150, with discount on yearly contract.

MOTOR BOAT—Semi-Monthly (10th and 25th). Marine Motoring. Established 1904. Motor Boat Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 29,000; 160 pages, 2 and 3 columns; length of columns, 9¼ in.; width, 3¼ in. Office, 110 W. 40th Street.

Advertising rates, \$6 an inch; six months, \$5.50; one year, \$5 an inch; ½ page, \$9.50; ¼ page, \$15.50; ¼ page, \$27.50; ½ page, \$50; one page, \$90, with discounts on 6 or 12 month contracts.

MOTOR BOATING—Monthly. Motor Boating. Established 1909. New Publication Co., publishers. Subscription, \$1; guaranteed average circulation for 1914, 25,000; 125 pages, 3 columns; length of columns, 12 in.; width of columns, 2½ in. Forms close 10th preceding month. Office, 119 West 40th Street.

Advertising rates, \$7.20 an inch; per year, \$5.40 an inch; ½ page, one time, \$28.80; ¼ page, \$48; ½ page, \$72; one page, \$120, with discount on yearly contracts.

MOTORCYCLE ILLUSTRATED—Semi-Monthly. Motorcycle. Established 1906. Motorcycle Publishing Co., publishers. Subscription, \$1; claimed average circulation for first six months, 1914, 14,125; 100 pages, 2 columns; length of columns, 10½ in.; width, 3½ in. Can use matrices. Office, 51 Chambers Street.

Advertising rates, ½ page, \$17; ¼ page, \$27; ½ page, \$45; 1 page, \$75, with discount on 3, 6 and 12 month contracts.

MOTOR WORLD—Every Wednesday. Established 1900. The Motor World Publishing Co., publishers. Subscription, \$2; sworn detailed average circulation for year ending June 1914, 8,970*; 92 pages, 2 columns; length of columns, 10 in.; width, 3 9/16 in. Forms close Monday preceding. Office, 239 West 39th Street.

Advertising rates, ½ page, \$14; ¼ page, \$25; ½ page, \$44; one page, \$75.

MOVING PICTURE STORIES—Every Friday. Photo Plays and Players. Established 1912. Frank Tousey, publisher. Subscription, \$2.50; claimed average circulation for year 1913, 100,000; 32 pages, 3 columns, length of columns, 9 in.; width, 2¼ in. Can use matrices. Forms close four weeks in advance. Office, 168 West 23rd Street.

Advertising rates, agate, 50 cts. a line.

MOVING PICTURE WORLD—Every Saturday. Moving Pictures. Established 1907. Chalmers Publishing Co., publishers. Subscription, \$3; claimed average circulation for

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year 1913, 17,200; 148 pages, 2 and 3 columns; length of columns, 10 in.; width, 2¼ and 3¾ in. Office, 17 Madison Ave.

Advertising rates, \$4 an inch (3¾ inch column); \$2.70 an inch (2¼ inch column); full page, \$75; ½ page, \$38; ¼ page, \$19.50; ½ page, \$10, with discounts of 2, 5 or 10% on 1, 6 or 12 month contracts. Classified, 3 cts per word.

MUNSEY'S MAGAZINE—Monthly. Literary. Established 1889. The Frank A. Munsey Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close first of preceding month. Office, 175 Fifth Avenue.

Advertising rates, \$2 a line; full page, \$400; ½ or ¼ page, pro rata. Schools, \$21 an inch; six or more insertions, \$17.50 an inch. Classified advertisements, 4 lines or less, one time, \$8; each additional line, \$2; 10% discount on 6 consecutive insertions for classified advertising only.

MUSICAL COURIER—Every Wednesday. Musical. Established 1880. Musical Courier Co., publishers. Subscription, \$5; circulation—not given by publisher; 52 pages, 3 and 4 columns; length of columns, 14 in.; width, 3½ and 2¼ in. Office, 437 Fifth Avenue.

Advertising rates, agate, \$1 a line on pages containing reading; on pages containing advertisements only 50 cts. a line. Discount on 3 months or longer.

MUSICAL OBSERVER—Monthly. Musical. Established 1907. Musical Observer Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 14,750; 100 pages, 2 columns, length of columns, 8¾ in.; width, 2½ in. Office, 48 Cooper Square.

Advertising rates, \$3.20 an inch; full page, \$54.40; ½ or ¼ page, pro rata.

See advertisement on page 553.

NATION—Every Thursday. Independent. Literary. Established 1865. New York Evening Post Co., publishers. Subscription, \$3; detailed average circulation for three months ending July, 1914, 8,854*; 38 to 48 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Office, 20 Vesey Street.

Advertising rates, agate, 15 cts. a line; full page, \$60; ½ or ¼ page, pro rata; preferred position, 20% extra. Discount, 12½%, 15% or 25% on 13, 26 or 52 insertions.

NATIONAL ADVOCATE—Monthly (1st). Temperance. Established 1866. The National Temperance Society, Publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 16 pages, 3 columns; length of columns, 11¾ in.; width, 2½ in. Cannot use matrices. Forms close 15th of month preceding. Office, 373 Fourth Avenue.

Advertising rates, \$1.50 an inch, on three months contract \$1.33¾; six months, \$1 an inch.

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NATIONAL BOTTLER'S GAZETTE—Monthly. Soda and Beer Bottling. Established 1882. W. B. Keller Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 5,000; 150 pages, 2 columns; length of columns, 11¼ in.; width, 4 in. Can use matrices. Office, 99 Nassau Street.

Advertising rates, ⅓ page, one time, \$7; ¼ page, \$13; ½ page, \$23; one page, \$40. Discount on 3 or more insertions.

NATIONAL FOOD MAGAZINE—Monthly. Culinary and Home Entertainment. Established 1890. The Pierce Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, exceeding 20,000 net; 108 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5 weeks in advance. Office, 45 W. 34th Street.

Advertising rates, agate, 50 cts. a line; full page, \$100; ¼ and ½ pages, pro rata. Preferred position, 15% extra. One page (three colors), \$200; back page (three colors), \$250. Reading notices, \$1.50 per line.

NATIONAL JEWELER—See Chicago, Ill.

NATIONAL PROVISIONER—Every Saturday. Trade. Established 1891. Food Trade Publishing Co., publishers. Subscription, \$3; circulation—not given by publisher; 56 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices. Office, 116 Nassau Street.

Advertising rates, one inch, \$2.50, with discount on time and space.

NATIONAL SUNDAY MAGAZINE—Semi-monthly. Appearing the second and fourth Sunday of each month with the New York Sun, Chicago Tribune, Philadelphia North American, Pittsburgh Dispatch, Buffalo Express, Cincinnati Enquirer, St. Louis Globe-Democrat, Washington Post, Cleveland Plain Dealer, Boston Globe, St. Paul Pioneer Press-Dispatch, Los Angeles Times, and Seattle Post Intelligencer. The Abbott & Briggs Co., publishers. Guaranteed circulation for 1914-15, 2,000,000; 28 to 56 pages, 4 columns; length of columns, 12¼ in.; width, 2¼ in. Forms close 5 weeks preceding date of issue.

Advertising rates, agate, \$6.50 a line; full page (680 lines), \$4,000; ½ page, \$2,200; ¼ page, \$1,100; back cover, two colors, \$5000, three colors, \$7000. Editorial page, 10% extra.

NATUROPATH AND HERALD OF HEALTH (The)—Monthly. Hygiene. Established 1896. Benedict Lust, M. D., editor and publisher. Subscription, \$2; claimed circulation for 1913, 25,000; 96 pages and cover, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th of preceding month. Office, 112 East 41st Street.

Advertising concentrates production, reducing style varieties and kinds—and thus reduces factory costs.

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Advertising rates, one inch (⅓ page), English or German copy, \$3; ⅓ page, \$6; ¼ page, \$10; ½ page, \$18; one page, \$30; discount, 2 months, 5%; 3 months, 10%; 6 months, 25%; one year, 33⅓%. Classified, 3 cts. per word.

NAUTICAL GAZETTE—Every Wednesday. Marine. Established 1871. J. W. Dawson Stearns, publisher. Subscription, \$2; claimed average circulation for year 1913, 7,500; 20 to 44 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 437 Produce Exchange.

Advertising rates, nonpareil, 25 cts. a line. See advertisement on page 485.

NEEDLECRAFT—Monthly. Needlework. Established 1909. Needlecraft Publishing Co., publishers. Subscription, 25 cts.; detailed average circulation for 1914, 816,014*; 24 to 32 pages, 4 columns; length of columns, 13½ in.; width, 2¼ in. Forms close 30th of second preceding month.

Advertising rates, agate, \$3.00 a line; 200 lines, display, one time, 10% discount; ¼ page (378 lines), 20%; full page, 30%.

NEW STORY MAGAZINE—Monthly (5th of preceding month. Literary. Established 1905. Street & Smith, publishers. Subscription, \$1.50; claimed average circulation for 1913, 153,541; 192 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 3d of second preceding month. Office, 7th Avenue and 15th Street.

Advertising rates, agate, 50 cts. a line; full page, \$100; ¼, ½ and ¾ pages, pro rata. Classified, 45 cts. a line. For combination rates, see Ainslee's also Top Notch.

NEW YORK STATE JOURNAL OF MEDICINE—Monthly. Medical. Established 1901. Medical Society of the State of New York, publishers. Subscription, \$1; claimed average circulation for year 1913, 8,300; 64 to 80 pages, 2 columns; length of columns, 9 in.; width, 3 in. Office, 17 West 43 Street.

Advertising rates, full page, \$35; ½ page, \$20; ¼, ⅓ or ⅔ page, pro rata, with discounts on 3, 6 or 12 month contracts.

NEW YORK WEEKLY—Every Saturday. Literary. Established 1855. Street & Smith, publishers. Subscription, \$3; circulation not given by publisher; 16 pages, 3 columns; length of columns, 14½ in.; width, 3 in. Can use matrices. Office, 79-89 Seventh Avenue.

Advertising rates, agate, \$1.25 a line. Reading notices, \$2.50 a line.

NORDSTJERNAN—Semi-weekly, Tuesday and Friday. Swedish. Independent. Established 1870. A. E. Johnson and C. K.

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Johansen, publishers. Subscription, \$2; circulation—not given by publisher; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, 108 Park Row.

Advertising rates, 75 cts. an inch; yearly contracts, 40 cts. an inch. Classified, 2 cts. per word. Reading notices, 10 cts. a line; brevier, medical advertising, \$1 an inch. Discount on 3 months or longer.

NORTH AMERICAN REVIEW—Monthly. Literary. Established 1814. North American Review Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 25,000; 28 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th of preceding month. Office, 327 Pearl Street.

Advertising rates, agate, 30 cts. a line; full page, \$50; ¼ and ½ pages, pro rata.

NORTH SIDE NEWS—Every evening except Sunday, and **SUNDAY MORNING**. North Side News Co., publishers. Claimed average circulation for 1913, daily, 9,000; Sunday, 16,000; Office, 149th Street and Bergen Avenue (Bronx Borough).

Advertising rates, daily, one inch, one time, 75 cts.; one week, \$2; one month, \$7; three months, \$20; six months, \$35; one year, \$60. Classified, 1c. a word; by the week, 5 cts. a line. Reading notices, 3 cts. a line. Sunday, one inch, one time, \$1.25; one month, \$4.50; three months, \$12; six months, \$22; one year, \$40. Reading notices, 20 cts. a line. Display, cuts, borders, etc., charged at rate of 10 cts. a line.

NOTIONS AND FANCY GOODS—Monthly. Trade. Established 1878. McCready Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,750; 60 to 80 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 118 East 28th Street.

Advertising rates, ¼ page, one time, \$20; ½ page, \$35; one page, \$60.

NOVEDADES—Every Thursday. Spanish. Independent. Established 1876. J. G. Garcia, publisher. Subscription, \$8; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 16 in.; width, 2½ in. Can use matrices. Office, 108 Fulton Street.

Advertising rates, 10 cts. a line; 1,000 lines within one month, 7 cts.; 5,000 lines in three months, 6 cts.; 10,000 lines in six months, 5 cts. a line; \$40 an inch a year; six months, \$25; three months, \$15. Reading notices, 50 cts. a line.

NUGENT'S BULLETIN—Semi-Monthly (1st and 15th). Trade and Fashion. Established 1902. The Allen Nugent Company, publishers. Subscription, \$4; claimed average circulation for year, 1913, 5,000; 200 to 300 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 28th and 13th. Office, 1182 Broadway.

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Advertising rates, full page, \$60; one-half page, \$35; ¼ page, \$20, with discounts on 6, 12, 18 or 24 time contracts.

OPEN WINDOW—Monthly (1st). Organ of the Shut-in Society. Established 1885. The Shut-in Society, publishers. Subscription, \$1; claimed average circulation for year ending April, 1914, 5,000; 00 pages, 4 columns; length of columns, 7½ in.; width, 1½ in. Can use matrices. Forms close 30 days in advance. Office, 62 E. 34th Street.

Advertising rates, full page, \$10; ½ page, \$6; ¼ page, \$4; ⅛ page (1 inch), \$2, with discounts on 3, 6 or 12 month contracts.

OPTICAL JOURNAL AND REVIEW OF OPTOMETRY—Weekly. Trade. Established 1890. Optical Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 7,000; 108 pages or more, 2 columns; length of columns, 8½ in.; width, 2¾ in. Office, 15-19 Maiden Lane.

Advertising rates, \$3 an inch; ½ page, \$8; ¼ page, \$15; ⅛ page, \$25; one page, \$40, with discounts on 4 or more insertions.

OUR NAVY—See San Francisco, Cal.

OUTING MAGAZINE—Monthly. Outdoor life. Travel and Outdoor Life, Adventure, etc. Established 1882. Outing Publishing Co., publishers. Subscription, \$3; circulation—not given by publisher; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th of preceding month. Office, 141-145 W. 36th Street.

Advertising rates, 75 cts. an agate line; full page, \$150; ½, ¼ and ⅛ page, pro rata, with discounts of 10% on 3 pages or 12 consecutive insertions within one year or 5% on 6 insertions within one year. Classified, 50 cts. a line, with a discount of 10% on 3 or more insertions.

OUTLOOK—Every Saturday. Unsectarian. The fourth issue in each month is an illustrated magazine number. Established 1869. The Outlook Co., publishers. Subscription, \$3; circulation—not given by publisher; 64 to 192 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close ten days in advance for weekly; two weeks in advance for monthly issue. Office, 287 Fourth Avenue.

Advertising rates, agate, \$1 a line; full page, \$200; ¼ and ½ pages, pro rata. Classified, educational, under resident schools and colleges, 75 cts. a line. Hotels, resorts, travel, poultry and pet stock, 50 cts. a line. Business opportunities, help wanted, situations wanted, miscellaneous, music, women's goods, 10 cents a word, set solid agate; double price when set in capitals, except for first word.

PACKER. See Kansas City, Mo.

PEARSON'S MAGAZINE—Monthly. Literary. Established 1899. Pearson Publish-

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ing Company, publishers. Subscription, \$1.50; guaranteed average circulation for 1914, 150,000; 128 pages, 2 columns; length of columns, 8 inches; width, 2½ inches. Forms close 26th of second preceding month. Can use matrices. Office, 425-435 East 24th Street.

Advertising rates, agate, \$7.50 an inch; full page, \$120; one-half, one-quarter and one-eighth pages, pro rata. Back cover (2 colors), \$300; inside covers, \$120.

See advertisement on page 463.

PEDIATRICS—Monthly. Medical. Established 1896. Pediatrics Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 10,500; 96 pages, 2 columns; length of columns, 8 inches; width, 2¼ inches. Forms close 15th preceding month. Office, 355 W. 145th Street, corner St. Nicholas Avenue.

Advertising rates on application.

PEERLESS FASHION GUIDE—Monthly. Fashions. Established 1902. The Peerless Pattern Co., publishers. Also publishers **PEERLESS FASHIONS**, Quarterly. Claimed average circulation for year 1913, Fashion Guide, 600,000; Peerless Fashions, 30,000; 00 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close, Guide, 20th of 3rd month preceding; Fashions, 15th of December, March, June and September. Office, 36 to 68 Thirty-fifth Street, Brooklyn.

Advertising rates, Fashion Guide, 90 cts. a line; Fashions, full page, \$100; ½ or ¼ pages, pro rata.

PEOPLE—Every Saturday. Socialist Labor. Established 1891. Socialist Labor Party, publishers. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 17 in.; width, 2½ in. Can use matrices. Office, Rose Street.

Advertising rates, upon application.

PEOPLE'S HOME JOURNAL—Monthly. Fiction and Family. Established 1885. F. M. Lupton (Inc.), publisher. Subscription, 50 cts.; claimed average circulation for 1913, 932,401; 28 to 44 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Can use matrices. Forms close 10th to 15th of second preceding month. Office, 23-27 City Hall Place.

Advertising rates, agate, \$4.00 a line. Discount, 10 per cent on 200 lines; 15 per cent on 400 lines; 20 per cent on 800 lines or more, used by same advertiser in one issue.

PEOPLE'S MAGAZINE—Monthly. Literary. Street and Smith, publishers. Subscription, \$1.50. Claimed average circulation for year 1913, 201,185; 192 pages, 2 columns; length of columns, 8 inches; width, 2½ inches. Forms close 1st of second month preceding. Office, 7th Avenue and 15th Street.

Advertising rates, agate, 75 cents a line; full page, \$150; ½, ¼ and ⅓ pages pro

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rata. Classified 65 cts. a line. For combination rates, see Ainslee's, also Top Notch.

PHARMACEUTICAL ERA—Monthly. Drug Trade and Clerks and Students. Established 1887. D. O. Haynes & Co., publishers. Subscription, \$1; sworn detailed average circulation for year 1913, 20,161* net; 150 pages, 2 columns; length of columns, 9½ inches; width 8¼ inches. Cannot use matrices. Forms close 15 days in advance. Office, 82-84 Fulton Street.

Advertising rates, \$6 an inch; full page, \$80; ½ page, \$42; ¼ page, \$28; ⅓ page, \$22; ⅙ page, \$15; ⅛ page, \$12. With discounts of 10 or 25 per cent on 6 or 12 month contracts. Special positions 10 and 20 per cent additional. Cover spaces and special pages on application. Reading notices 75 cents a count line.

PHONOGRAPHIC WORLD AND COMMERCIAL SCHOOL REVIEW—Monthly. Educational. Established 1885. The Phonographic World Company, publishers. Subscription, \$1; circulation—not given by publisher; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th. Office, 154 Nassau Street.

Advertising rates, \$2.50 an inch; 2 inches, \$4; 3 inches, \$6; ¼ page, \$8; ½ page, \$15; one page, \$30. Discount on twelve time contracts.

PHOTOGRAPHIC NEWS—Monthly. Photographic. Established 1910. C. E. Ackerman, publisher. Subscription, \$1; claimed average circulation for year 1913, 6,000; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Office, 42 East 23d Street.

Advertising rates, full page, \$40; ½ and ¼ pages pro rata.

PHYSICAL CULTURE—Monthly. Established 1898. Physical Culture Publishing Co., publishers. Subscription, \$1.50; guaranteed average circulation for 1914-15, 135,000; 136 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close first of preceding month. Office, Metropolitan Building.

Advertising rates, agate, \$1 per line; one page, one time, \$160; ¼ and ½ pages, pro rata.

See advertisement on page 529.

PICTORIAL REVIEW—Monthly. Home. Established 1899. The Pictorial Review Co., publishers. Subscription, \$1; guaranteed minimum circulation for 1914-15, 1,000,000 net paid; 80 pages, 4 columns; length of columns, 14¼ in.; width, 2½ in. Forms close 1st of second preceding month. Cannot use matrices. Office, 250 Fifth Avenue.

Advertising rates, agate \$5 a line; full page (800 lines), \$3,600; ¼ and ½ page, double column, pro rata; ¼ page, single column (200 lines), next reading, \$1000; back cover (3 colors), \$5,200; 2d and 3d covers (2 colors), \$4,250. Also publishes **THE FASHION BOOK**, Quarterly. \$1,200 per

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page; $\frac{1}{4}$ and $\frac{1}{2}$ pages, no rate; $\frac{1}{4}$ page (minimum space), 2d and 3d covers (2 colors), \$1,600; back cover (3 colors), \$2,400. 00 pages, 4 columns; length of columns, 13 in.; width, $4\frac{1}{2}$ in. Guaranteed circulation for 1914-15, 450,000. Forms close 10th of third preceding month.

Also publishes MONTHLY FASHION BOOK. Distributed through Dry Goods and Department Stores. Guaranteed minimum circulation for 1914-15, 2,250,000. Length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Forms close 15th of second preceding month. Rates, \$5 a line; full page (700 lines), \$3,200; $\frac{1}{2}$ or $\frac{1}{4}$ page, pro rata; back cover (2 colors), \$3,600.

PLUCK AND LUCK. See Tousey's Weeklies.

PLAYGROUND—(Monthly 1st). Playground and Recreation. Established 1907. Playground and Recreation Association of America, publisher. Subscription, \$2; claimed average circulation for year 1913, 5,000; 00 pages, 1 column, length of column, 7 in.; width, 4 in. Can not use matrices. Forms close 10th of month preceding. Office, one Madison Avenue.

Advertising rates, full page, \$40; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ page pro rata; inside cover, third cover or facing second or third cover \$50.

PLUMBERS TRADE JOURNAL—Semi-Monthly (1st and 15th). Trade. Established 1881. The Plumbers Trade Journal Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 80 pages, 4 columns; length of columns, 12 in.; width, $9\frac{3}{4}$ in. Cannot use matrices. Forms close 15th for the first; 1st for the 15th. Office, The Monolith Building, 45 W. 34th Street.

Advertising rates, \$8.95 an inch, per month with discounts for time and space.

POLICE GAZETTE—Every Thursday. Established 1846. Richard K. Fox Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 100,000; 16 pages, 4 columns; length of columns, 14 in.; width, $2\frac{3}{4}$ in. Forms close Saturday, 15 days in advance. Can use matrices. Office, Franklin Square and Dover Street.

Advertising rates, agate, 75 cts. a line; thirteen insertions, 70 cts.; twenty-six insertions, 65 cts.; fifty-two insertions, 60 cts. a line; books, photos, cards, dice or matrimonial bureaus, \$1 a line, flat. Reading notices, \$1 a line.

See advertisement on pages 465 and 530.

POLO AND CLUB MAGAZINE—Monthly (1st). Sporting, Society, Drama. Established 1900. Polo and Clubman Co. (Inc.), publishers. Subscription, \$3; claimed average circulation for year 1913, 6,000; 28 to 50 pages, 2 columns; length of columns, 12 in.; width, 4 in. Can use matrices. Forms close one week in advance. Office, 1 East 42nd Street.

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Advertising rates, $\frac{1}{8}$ page, \$10; $\frac{1}{4}$ page, \$18; $\frac{1}{2}$ page, \$35; $\frac{3}{4}$ page, \$60; full page, \$100; two full pages, \$175.
See advertisement on page 472.

POPULAR ELECTRICITY AND MODERN MECHANICS—Monthly. Established 1890. Modern Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for six months ending May, 1914, 125,000; 2 columns to page; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close first of preceding month. Office, 32 Union Square.

Advertising rates, agate, 72 cts. a line; one page (224 lines), one time, \$160; $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata. Discount, 20% on 12 consecutive insertions. Classified, 10 cts. per word.

See advertisement on page 532.

POPULAR MAGAZINE—Semi-Monthly. Literary. Established 1903. Street & Smith, publishers. Subscription, \$3; claimed average circulation for year 1912, 379,923 each issue; 224 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close 13th and 23d of second preceding month. Office, Seventh Avenue and Fifteenth Street.

Advertising rates, 14 lines, or more, agate, \$1.50 a line; one page, \$300; $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata. Classified, \$1.25 a line; each issue. See Ainslees Magazine for combination rates.

POPULAR SCIENCE MONTHLY—(25th.) Science. Established 1872. Science Press, publishers. Subscription, \$3; circulation—not given by publisher; 114 pages, 2 columns; length of columns, 8 in.; width, $2\frac{3}{4}$ in. Forms close 12th current month. Office, Sub Station 84.

Advertising rates, 75 cts. an inch; $\frac{1}{4}$ page, \$1.50; $\frac{1}{2}$ page, \$2.85; $\frac{3}{4}$ page, \$5.40; one page, \$10. Discount, 10% on 2 or more insertions; 20% on 12 consecutive insertions.

POST—Every evening except Sunday, and SEMI-WEEKLY, Mondays and Thursdays. Independent. Democratic. Established 1801. Emil M. Scholz, publisher. Subscription, \$10; sworn average circulation for six months prior to April, 1914, daily, 17,475* net paid; 30,004* gross, semi-weekly; circulation—not given by publisher; daily, 8 to 32 pages; semi-weekly, 8 pages, 7 columns; length of columns, 21 in.; width, $2\frac{3}{8}$ in. Can use matrices. Office, 20-24 Vesey Street.

Advertising rates, agate, inside pages, 20 cts. a line; second, third and last pages, 25 cts.; one page opposite editorial, 35 cts.; financial or editorial page, 40 cts. Double column advertisements must be at least 28 lines deep, or 50% extra will be charged. Classified business opportunities, 25 cts. a line; financial, 40 cts.; bankers' and brokers' cards, 25 cts.; automobiles, undisplayed, 17 cts. a line; displayed, 25 cts. a line; help wanted, 10 cts.; instruc-

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tion, 20 cts.; hotels and resorts, 20 cts. a line, with discount of 25% on 4 lines or more, 26 times, 3 or more insertions a week; publications, undisplayed, 17 cts. a line; displayed, 25 cts.; sporting goods, 20 cts.; excursions, railroad time tables, steamships, steamboats and shipping, 20 cts. a line. Reading notices, leaded agate, \$1 per line; \$1.25 per line on second, third, last and financial page; \$1.50 a line facing editorial; editorial page, \$2.50; first page, \$2. Saturday Magazine Section, 35 cts. a line; full page, (9¼x13 in. or 728 lines), \$210; ½ or ¼ page, pro rata, with discounts of 5, 10, 15 or 25% on 6, 13, 26 or 52 insertions within one year. Semi-Weekly, display, 50 cts. an inch, each insertion; less than 1 inch, 5 cts. a line. Discounts on Semi-Weekly, 7% on 5 times; 12% on 8 times; 15% on 13 times; 20% on 26 times; 25% on 39 times; 30% on 52 times.

POWER—Every Tuesday. Mechanical. Established 1880. Hill Publishing Co., publishers. Subscription \$2. Detailed average circulation for year 1913, 33,740*; 164 pages, 2 columns, length of columns 10 in.; width, 3½ in. Can not use matrices. Office 505 Pearl Street.

Advertising rates, upon application.

PRESS—Every morning including SUNDAY. Independent. Established 1887. New York Press Co. (Ltd.), publishers. Subscription, daily, with Sunday, \$6.50; statement of circulation for six months ending April 1, 1914, sworn to and filed with the Post Office Department shows daily 88,216* net paid; Sunday 44,219* net paid; daily, 12 pages; Sunday, 70 pages, 8 columns; length of columns, 20 in.; width, 30 agate ems. Can use matrices. Office, 7-9-11 Spruce Street.

Advertising rates, agate, daily, 30 cts. a line; 2,500 lines, on yearly contract, 27 cts.; 5,000 lines, 25 cts.; 10,000 lines, 22½ cts.; 20,000 lines, 20 cts. a line, Sunday display (not classified), one-half the daily rates. Combination with Sunday issue of Baltimore News, and Washington Times, 45 cts. a line. Automobile, 30 cts. a line; 2,500 lines, 25 cts.; 5,000 lines, 22½ cts.; 10,000 lines or 20-line card once a week in one year, 20 cts. a line. Resorts, daily or Sunday, 25 cts. a line; thirty times, 15 cts. a line. New publications, 20 cts. a line; 2,500 lines, 17½ cts.; 5,000 lines, 15 cts.; 10,000 lines or 28 lines once a week for one year, 12½ cts. a line. Preferred position, 10 or 25% extra. Classified, daily or Sunday, agents wanted, 2 cts. per word; business opportunities, 25 cts.; steamships, steamboats or tours, 25 cts.; 30 times, 15 cts.; Reading notices, daily or Sunday, run of paper, \$1 a line; editorial and first page, \$1.50 a line.

PRINTERS' INK—Every Thursday. Advertising. Established 1888. Printers' Ink Publishing Co., publishers. Subscription, \$2; detailed average circulation for six months prior to May 21, 1914, 11,224*; 88 to 256

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pages, 2 columns; length of columns, 7 in.; width, 1 13/16 in. Can use matrices. Forms close Friday of preceding week. Office, 12 West 31st Street.

Advertising rates, agate, 35 cts. a line; full page, \$60; ¼ and ½ pages, pro rata. Classified, 25 cts. a line.

PRINTING TRADE NEWS—Every Saturday. Trade. Printing Trade News Co. (Ltd.), publishers. Subscription \$3; claimed circulation for 1913, 8,100; 52 to 60 pages, 2 columns; length of columns, 9¼ in.; width, 3¼ in. Office, 326-28 West 41st Street.

Advertising rates, on yearly contract, full page, \$30; ½ page, \$16; ¼ page, \$9; ⅛ page, \$5 (rate holder), \$2 each insertion.

PRITCHARD'S LIST—See advertisement on page 455.

PROCEEDINGS OF AMERICAN INSTITUTE OF ELECTRICAL ENGINEERING—Monthly (1st). Electrical. Established 1884. American Institute of Electrical Engineers, publishers. Subscription, \$10; claimed average circulation for year 1913, 9,750; 00 pages, 1 column; length of columns, 7 in.; width, 4 in. Can not use matrices. Forms close 15th of month preceding. Office, 33 West 39th Street.

Advertising rates, upon application.

PRODUCE NEWS—Also dated at Chicago, Ill., Cincinnati, Ohio. Every Saturday. Trade. P. and D. Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 12 pages, 18x22. Office, 6 Harrison Street.

Advertising rates, \$1.50 an inch; first page \$2 an inch. Reading notices and classified, 25 cts. a line; regular readers, 30 cts. a line. Advertisements appear in all three editions.

PROGRESSO ITALO-AMERICANO—Every morning. Italian. Independent. Established 1879. Subscription, \$6; sworn average circulation for six months prior to April, 1914, 64,444* net paid; 8 to 10 pages (Sunday, 14 pages), 8 columns; length of columns, 21 in.; width, 2½ in. Office, 42 Elm Street.

Advertising rates upon application.

PUCK—Every Wednesday. Humorous. Established 1876. Puck Publishing Corporation, publishers. Subscription, \$5; claimed average circulation for 1913, 25,000; 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can not use matrices. Office, 301 Lafayette Street.

Advertising rates, agate, 25 cts. a line; full page, \$160; ½ or ¼ page, pro rata; second or third cover (one, two or three colors), \$200; back cover (in colors), \$250. Reading notices, 50 cts. a line.

PULITZER'S MAGAZINE—Monthly (1st). Literary. Established 1913. The Pulitzer

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Magazine Co., publishers. Subscription, \$1; circulation not given by publishers; 52 pages, 4 columns; length of columns, 12¼ in.; width, 2¼ in. Can use matrices. Forms close 20th second preceding month. Office, 58th Street and 6th Avenue.

Advertising rates, \$1 a line, flat; back cover (2 colors), \$1020; second or third cover (in black), \$850.

RAILROAD MAN'S MAGAZINE—Monthly. Fiction Stories on Railroad. Established 1906. The Frank A. Munsey Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 240 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close about the 13th of second preceding month. Office, 175 Fifth Avenue.

Advertising rates, agate, 75 cts. a line; full page, \$150; ¼ and ½ pages, pro rata. Classified, 80 cts a line, with 10% discount on 6 consecutive insertions. For combination rates, see Argosy.

RAILWAY AGE GAZETTE—Every Friday. Railway. Established 1856. The Simmons-Boardman Publishing Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 8,664; 74 pages, 4 columns; length of columns, 10½ in.; width, 1½ in. Office, Woolworth Bldg.

Advertising rates, \$80 per page. Discount on 3 or more pages used within one year. Classified, \$1.50 an inch.

RAILWAY AGE GAZETTE, MECHANICAL EDITION—First Thursday of every month. Railway. Established 1832. The Simmons-Boardman Publishing Co., publishers. Subscription, \$2.00. Claimed average circulation for year 1913, 4,562; 52 pages, 2 columns; length of columns, 10½ in.; width, 3½ in. Office, Woolworth Bldg., New York, N. Y.

Advertising rates, \$125 per page. Discount on 3 or more pages used within one year.

RAILWAY AND LOCOMOTIVE ENGINEERING—Monthly. Established 1888. The Angus Sinclair Co., publishers. Subscription, \$2; circulation, not given by publisher; 80 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Forms close 15th preceding month. Office, 114 Liberty Street.

Advertising rates, \$5 per inch; 2 in., \$8; 3 in., \$12; ½ page, \$15; ¼ page, \$25; ½ page, \$40; one page, \$75; reduced rates for six months or longer.

REAL ESTATE RECORD AND BUILDERS' GUIDE—Every Saturday. Real Estate, Construction and Building. Established 1868. Record and Guide Co., publishers. Subscription, \$8; claimed average circulation for 1913, 5,500; 80 pages, 3 columns; length of columns, 12 in.; width, 2¼ in. Office, 11 East 24th Street.

Advertising rates, \$2.28 an inch, with discount for time and space.

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RECREATION & OUTDOOR WORLD—Monthly (20th). Sporting. Established 1893. Outdoor World Publishing Co., publishers. Subscription, \$2.50; circulation—not given by publisher; 64 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close first of preceding month. Office, 2 Duane Street.

Advertising rates, agate, 60 cts. a line; full page, \$120 (magazine style); full size page (420 lines), \$200; fractions of page, down to ¼ page, pro rata.

RETAIL BAKER—Monthly (1st). English and German. Baking. Established 1909. The American Bakers Pub. Co., publishers. Subscription, \$1; claimed average circulation for 1913, 4,728; 104 pages, 2 columns; length of columns, 9½ in.; width, 3¼ in. Cannot use matrices. Forms close 12th. Office, 6 Harrison Street.

Advertising rates, full page, \$50; ½ page, \$30; ¼ page, \$17; ⅛ page, \$11, with discounts on 3, 6 or 12 month contracts.

REVIEW—Every Saturday. Independent. Established 1909. New York Review Publishing Co., publishers. Subscription, \$2.50; claimed average circulation for year 1913, 32,500; 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 121 W. 39th Street.

Advertising rates, agate, 15 cts. a line; pictorial section, 25 cts. a line; automobiles, 15 cts.; sporting events, 40 cts.; music publications, 15 cts.; wines and liquors, 15 cts.; hotels and resorts, 15 cts. Discount on general (not including sporting events), 2,500 lines, 2½%; 5,000 lines, 5%; 7,500 lines, 7½%; 10,000 lines, 10%.

REVIEW OF REVIEWS—Literary. Established 1890. Review of Reviews Co., publishers. Subscription, \$3; circulation, not given by publisher; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th of preceding month. Office, 30 Irving Place.

Advertising rates, agate, \$1.50 a line; one page, \$250; ¼ and ½ pages, pro rata; 10% discount on 12 consecutive insertions, or for 3 pages or more, to be used within one year. Real estate, one inch or more, display, if desired, \$21 an inch; one page, \$250; ¼ and ½ pages, pro rata.

REVISTA UNIVERSAL—Monthly. Established 1914. Spanish-Home-Literary. Issued as a supplement to first class Latin-American newspapers. Criterion Newspaper Syndicate (Inc.), publishers; detailed average circulation for three months ending Sept., 1914, 25,000; 20 pages, 3 columns, length of columns, 11 in.; width, 2¾ in. Can use matrices. Forms close 1st of month preceding Office, One Madison Ave.

Advertising rates, full page, \$100; on six months contract, \$90; one year, \$80; ½ or ¼ page pro rata; back, inside, front or back

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cover, or page opposite table of contents, 25% additional. Classified, 25 cts. a line.

REVIEW—Sunday edition of Herald, which see. Also see advertisement on page 444.

RIDER AND DRIVER—Every Saturday. Outdoor Sports. Established 1890. Rider and Driver Publishing Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 39,300; 24 to 48 pages, 3 columns; length of columns, 11½ in.; width, 2% in. Forms close Monday noon preceding. Office, 432 Fourth Avenue.

Advertising rates, agate, 35 cts. a line.

ROUND TRIP ENVELOPE COMPANY—See advertisement on page 533.

RUDDER—Monthly. Yachting. Established 1890. The Rudder Publishing Co., publishers. Subscription, \$3; circulation—not given by publisher; 112 pages, 2 columns; length of columns, 9½ in.; width, 3½ in. Forms close 10th preceding month. Office, 1 Hudson Street.

Advertising rates, \$5, an inch; ¼ page, \$10; ½ page, \$20; ¾ page, \$40; one page \$75. Discount, three months, 5 per cent; six months, 10 per cent; one year, 20 per cent.

RUSSKOYE SLOVO—Every evening except Sunday. Russian—Radical. Established 1911. Michael Pasvolksy, publisher. Subscription, \$3.50; claimed average circulation for first four months 1914, 35,000; 6 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 178 Second Avenue.

Advertising rates, amusements, \$1.50; real estate, insurance and general commercial, \$1.25; financial, \$2.00; railroads and steamships, \$1; resorts, instruction and teachers, 75 cts. an inch. Preferred positions, 10 to 25% additional. Reading notices, run of paper 10 cts., first page 25 cts. a line. Classified, 2 cts. per word. Translations made free of charge.

SABBATH READING—Every Friday. Inter-denominational. Religious. Established 1876. Witness and Sabbath Reading Co., publishers. Subscription, 60 cts.; claimed average circulation for year 1913, 100,000; 16 pages; 3 columns; length of columns, 9 11/14 in.; width, 2% in. Copy must be in hand Tuesday of week preceding. Office, 1105 Tribune Building.

Advertising rates, agate, 50 cts. a line. In combination with Christian Nation and Weekly Witness, 65 cts. a line; with the addition of Chicago Union Signal (all four), 77 cts. a line.

See advertisement on page 455.

ST. NICHOLAS MAGAZINE—Monthly. Juvenile. Established 1873. The Century Co., publishers. Subscription, \$3; circulation—not given by publisher; 104 pages, 2

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columns; length of columns, 8 in.; width, 2% in. Forms close last day of second preceding month. Office, 33 East Seventeenth Street.

Advertising rates, agate, \$1 a line; full page, \$150; ½ or ¼ page pro rata with discount of 10 or 25 per cent on 3 or 6 pages within one year; 25 per cent on 12 consecutive insertions. Combination page rate, St. Nicholas and Century Magazines, 3 pages in each, within one year, \$900. Special School and Pet Department, \$7 an inch.

SARTORIAL ART JOURNAL—Monthly. Trade. Men's Fashions. Established 1874. Jno. J. Mitchell Co., editors and publishers. Subscription, \$10; circulation—not given by publisher; 96 to 128 pages, 2 columns; length of columns, 11 in.; width, 22 picas. Can use matrices. Forms close 15th preceding month. Office, 41-43 West 25th Street.

Special English Edition—for Great Britain and Colonies. Also French, German and Spanish Editions, printed in the representative languages.

Advertising rates, domestic edition, ¼ page, \$17; ½ page, \$30; one page, \$50. Discount on yearly contracts. Foreign editions on request.

SCHOOL—Every Thursday. Educational. Established 1889. The School News Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 29,500; 16 to 18 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, 156 Fifth Avenue.

Advertising rates, agate, 40 cts. a line; full page, \$100; ½ page, \$60; ¼ or ⅓ page pro rata. Discount, 10, 15 and 25 per cent on 3, 6 and 12 months, respectively.

SCHOOL JOURNAL—Monthly. Except July and August. Educational. Superintendent and Principle. Established 1874. The School Journal Publishing Co. (Inc.), publishers. Subscription, \$1.25 claimed average circulation for year 1913, \$5,000; 48 pages, 3 columns; length of columns, 9% in.; width, 2½ in. Forms close 20th preceding month. Office, 70—5th Ave.

Advertising rates, agate, 20 cts. a line; ¼ page, \$15; ½ page, \$25; one page, \$50; preferred position, 25% extra.

SCIENTIFIC AMERICAN—Every Thursday. Science and Mechanics. Practical Information. Established 1845. Munn & Co. (Inc.), publishers. Subscription, \$3; claimed average circulation for 1913, 61,102 net; 20 to 24 pages, 4 columns; length of columns, 14¼ in.; width, 2½ in. Forms close 10 days in advance. Office, 361 Broadway.

Advertising rates, agate, 75 cts. a line. with discounts of 10, 20 or 33½ per cent on 1,000, 2,400 or 4,800 lines used within one year.

SCOTTISH AMERICAN—Every Wednesday. Neutral. Established 1857. A. M. Stewart, publisher. Subscription, \$3; circu-

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lation—not given by publisher; 8 pages, 5 columns; length of columns, 19½ in.; width, 2¾ in. Office, 190 William Street.

Advertising rates, agate, 15 cts. a line.

SCRIBNER'S MAGAZINE—Monthly. Literary. Established 1887. Chas. Scribner's Sons, publishers. Subscription, \$3; claimed average circulation for year 1913, 122,893 net; 132 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close 1st of preceding month. Office, Fifth Avenue, at 48th Street.

Advertising rates, agate, 7 lines or more, \$1.50 a line, flat; one page, one time, \$2.50; ¼ and ½ pages, pro rata, flat. Special rates for schools.

SECRET SERVICE. See Tousey's Weeklies.

SENTINEL of the BLESSED SACRAMENT Monthly (5th). Religious. Catholic. Established 1897. The Fathers of The Blessed Sacrament, publishers. Subscription, \$1; sworn average circulation for year ending April 1914, 87,496* net; 80 pages, 1 column; length of column, 8 in.; width, 4½ in. Office, 185 East 76th Street.

Advertising rates, agate, 25 cts. a line; full page, \$50; ½ page, \$25; ¼ page, \$13; ⅓ page, \$6.50.

SHAREHOLDER—Semi-Weekly, Mondays and Thursdays. Financial. Established 1895. Frederick J. Syme, publisher. Subscription, \$4; claimed circulation for year 1913, 6,000; 4 pages, 4 columns; length of columns, 16 in.; width, 2½ in. Can use matrices. Office, 16 Exchange Place.

Advertising rates on application.

SHOPPER—Monthly. Home. Established 1911. The Shopper Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 400,000; 26 pages, 5 columns; length of columns, 13½ in.; width, 2½ in. Forms close 10th preceding. Office, 95-99 Nassau Street.

Advertising rate, agate, \$1 a line; per page, \$600.

SHORT STORIES—See Garden City, N. Y.

SILVER CROSS—Monthly. Religious-Educational. Established 1888. The King's Daughters and Sons, publishers. Subscription, \$1; circulation—not given by publisher; 48 pages, 2 columns; length of columns, 8¾ in.; width, 2¾ in. Forms close 18th preceding month. Office, 156 Fifth Avenue.

Advertising rates, 10 cts. a line; full page, \$20; ½ or ¼ page pro rata, with discount of 5 or 10 per cent on 6 or 12 consecutive insertions.

SLOVAK V AMERIKE—Semi-Weekly. Tuesdays and Thursdays. Slavonic. Established 1889. Slovak Press, publishers. Sub-

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scription, \$2; claimed average circulation for year 1913, 35,000 net; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 166 Avenue A.

Advertising rates, agate, 70 cts. an inch; medical and liquors, \$1 an inch. Reading notices, 30 cts. a line; editorial notices, 50 cts. a line.

SMART SET—Monthly (15th of month preceding). Established 1900. John Adams Thayer Corporation, publishers. Subscription, \$3; claimed average circulation for year 1913, 60,000; 160 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Forms close 25th of second preceding month. Office, 452 Fifth Avenue.

Advertising rates, \$150 a page; ⅓, ¼ and ½ pages, pro rata.

See advertisement on page 555.

SMART STYLES—Monthly (25th of month preceding). Fashions. Established 1910. Jno. J. Mitchell Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 30,000; 40 pages, 4 columns; length of columns, 11¼ in.; width, 2 in. Office, 41-43 West 25th Street.

Advertising rates, agate, full page, \$200; ½ or ¼ pages, pro rata. Inside front page or cover, \$250; outside back cover, \$350.

SMITH'S MAGAZINE—Monthly. Literary. Established 1905. Street & Smith, publishers. Subscription, \$1.50; claimed average circulation for year 1913, 131,256*; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 7th of second preceding month. Office, 7th Avenue and 15th Street.

Advertising rates, agate, 60 cts. a line; full page, \$125; ½, ¼ and ⅓ pages, pro rata. Classified, 50 ct. a line. For combination rates, see Ainslee's Magazine.

SNAPPY STORIES—Monthly (10th). Fiction. Established 1912. The New Fiction Publishing Co., publishers. Subscription, \$1.50; guaranteed average circulation for year 1914-15, 150,000*; 128 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close 15th of second preceding month. Office, 14-16 East 33rd Street.

Advertising rates, agate, 50 cts. a line; full page (224 lines), \$112; ½ and ¼ page, pro rata; second and third covers (2 colors), \$200; back cover (3 colors), \$350.

SODA FOUNTAIN—Monthly. Trade. Established 1902. D. O. Haynes & Co., publishers. Sworn detailed average circulation for year 1913, 20,164* net; 96 pages, 2 columns; length of columns, 9½ in.; width, 3¼ in. Office, 82 Fulton Street.

Advertising rates, \$6 an inch; ⅓ page, \$12; ¼ page, \$15; ½ page, \$22; ⅓ page, \$29; ½ page, \$42; one page, \$80, with discounts of 10 or 25% on 6 or 12 month con-

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tracts. Reading notices, 75 cts. per count line.

SONNTAGS BLATT—Sunday edition of Staats-Zeitung, which see.

SONNTAGSBLATT—Sunday edition of Volkszeitung, which see.

SPIRIT OF MISSIONS—Monthly (15th). Episcopal. Established 1835. Episcopal Missionary Society, publishers. Subscription, \$1; claimed average circulation for year 1913, 40,154; 72 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th preceding month. Office, 281 Fourth Avenue.

Advertising rates, 20 cts. a line, flat; one page, \$40; ¼ and ½ pages, pro rata.

STAATS ZEITUNG—Every morning including SUNDAY SONTAGSBLATT, ABEND-BLATT, every evening except Sunday, and WEEKLY, Wednesdays. German. Independent. Established 1834. New York Staats Zeitung, publishers. Subscription, morning, \$6; evening, \$3.50; Sunday, \$1.50; weekly, \$1.50; sworn average circulation for six months prior to April 1914, morning and evening combined, 62,337* net paid; Sunday, 59,236* net paid; weekly, circulation—not given by publisher; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 182 William Street.

Advertising rates, morning and evening editions combined or Sunday 17 cts. a line flat. Classified, daily or Sunday, help wanted, etc., set solid without display, 15 cts. a line; business opportunities, 20 cts. a line; special notices, medical or business, 40 cts. a line. Reading notices, \$1; first page, \$2 a count nonpareil line, with discounts of 10, 15 or 25% on 52, 104 or 156 insertions, to be used within one year. Weekly, display, 10 cts. a line flat. Reading notices, 50 cts., flat a count nonpareil line.

See advertisement on page 474.

STEAM—Monthly (1st). Mechanical. Established 1905. The Ferguson Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 8,000; 32 pages, 2 columns; length of columns, 10 in.; width, 3 in. Cannot use matrices. Forms close 15th. Office, 90 West Street.

Advertising rates, full page, \$66.67; ½ page, \$40; ¼ page, \$25; ⅙ page, \$15, with discounts on 6 or 12 month contracts.

STRAND MAGAZINE (American edition).—Monthly (16th). Literary. Established 1895. International News Co., publishers. Subscription, \$1.50; guaranteed average circulation for year 1914, 90,000; 146 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 4th of preceding month. Office, 83 Duane Street.

Advertising rates, agate, 50 cts. per line; full page, \$100; publishers, \$90. In combination with Wide World, 90 cts. a line. Classified, 6 cts. per word.

See advertisement on page 432.

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SUBURBAN LIFE now COUNTRYSIDE MAGAZINE—Monthly. Established 1904. The Suburban Press (Inc.), publishers. Subscription, \$3; claimed average circulation for year 1913, 30,000; 52 pages, 3 columns; length of columns, 12½ in.; width, 2¼ in. Forms close 5 weeks in advance. Office, 334 Fourth Ave.

Advertising rates, agate, 60 cts. a line; full page (510 lines), \$280; ½ page, \$150; ¼ page, \$75; magazine size page (224 lines), \$134.40; proportionately for ¼ and ½ magazine pages; 10% discount on 672 lines used within one year. Nursery stock, seeds, implements, etc., special rate of 50 cts. a line, with discount of 5 and 10% on 6 and 12 times respectively.

SUN (Morning)—Every morning including SUNDAY. Independent. Established 1833. Subscription, \$6; Sunday, \$2; sworn average circulation for six months prior to April 1914, daily, 62,244* net; Sunday, 85,134* net; daily, 14 to 22 pages; Sunday, 68 to 100 pages, 7 columns; length of columns, 21¼ in.; width, 2-3/14 in. Can use matrices. Office, 170 Nassau Street.

Advertising rates, daily or Sunday, agate, 40 cts. a line; 2nd, 3rd and opposite editorial, last page, and first and last pages of sections, 45 cts., with discounts of 5, 10, 15 or 20% on 5,000, 10,000, 20,000 or 35,000 lines used within one year. Preferred position, next to reading matter, run of paper, 45 cts. a line extra; on 2nd or 3rd, woman's or opposite editorial page, 50 cts.; following and alongside reading, run of paper, 50 cts.; 2nd or 3rd, woman's or opposite editorial page, 55 cts.; bottom of column, surrounded by reading, 60 cts.; 2nd or 3rd, woman's or opposite editorial page, 67½ cts.; top of column, next to reading, run of paper, 70 cts.; 2nd or 3rd, woman's or opposite editorial page, 78½ cts.; top of column, surrounded by reading, run of paper, 80 cts.; 2nd or 3rd, woman's or opposite editorial page, 90 cts. a line extra. Classified, agents and business chances, 15 cts. a line one time; 7 times or more, 10 cts. a line; bankers and brokers, 40 cts., with 25% discount on 10 lines or more, daily or e. o. d., for one year. Automobile, all editions, morning and evening, 40 cts.; Sunday, 25 cts. a line, flat. Instruction, reports and hotels, 20 cts.; \$4.50 a line per month, or e. o. d., two months; books, 25 cts.; magazines and periodicals, 40 cts. a line; newspapers, 50 cts.; railroads, 40 cts. a line; turf, 50 cts. Reading notices, daily or Sunday, \$1.50 a line; first or financial page, \$2.50. Double column ads. must be 28 lines deep; triple column, 50 lines; quadruple column, 75 lines; 5 columns wide, 100 lines; 50% extra will be charged for ads. occupying less space than above.

SUN (Evening)—Every evening except Sunday. Established 1887. Subscription, \$2.50; claimed average circulation for six months prior to April 1914, 110,056* net; 14 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 31 agate lines. Can use matrices. Office, 170 Nassau Street.

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Advertising rates, agate, 30 cts. a line; opposite editorial, woman's page, 2nd, 3rd and last pages, 40 cts., with discounts of 5, 10, 15 or 20% on 5,000, 10,000, 20,000 or 35,000 lines used within one year. No extra charge for breaking column rules, cuts or displays; double ads. must be 28 lines deep; triple column, 50 lines; quadruple column, 75 lines; 5 columns wide, 100 lines; 50% extra will be charged for ads. occupying less space than above. Preferred positions, next to reading matter, run of paper, 35 cts. a line extra; 2nd or 3rd, woman's or opposite editorial page, 45 cts.; following and alongside reading matter, 40 cts.; 2nd or 3rd, woman's or opposite editorial page, 50 cts.; bottom of column, 45 cts.; 2nd or 3rd, woman's or opposite editorial page, 60 cts.; top of column, next to reading matter, 52½ cts.; 2nd or 3rd, woman's or opposite editorial page, 70 cts.; top of column, surrounded by reading matter, 60 cts.; 2nd or 3rd, woman's or opposite editorial page, 80 cts. a line. Classified, agents, and business chances, 15 cts.; bankers and brokers, 25 cts., with discount of 25% on 10 lines or more, daily or e. o. d., for one year; financial, 35 cts.; personals (business), 25 cts.; resorts, hotels and instruction, 20 cts.; \$3.90 a line per month, or e. o. d., 2 months; books, 20 cts.; magazines and periodicals, 30 cts. a line; turf, 50 cts. Reading notices, \$1.50 a line, first and financial pages, \$2 a line; special notices, 40 cts. a line.

SUNDAY COMPANION—Every Sunday during school year. Catholic. Juvenile. Established 1900. The Sunday Companion Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 70,000; 8 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Forms close 4 weeks in advance. Office, 256 Broadway.

Advertising rates, agate, 30 cts. a line; 1,000 lines, 27½ cts.; 2,000 lines, or more, 25 cts. a line.

SUNDAY SCHOOL LESSON ILLUSTRATOR—Monthly (1st). Religious-Evangelical. Established 1883. Fleming H. Revell Company, publishers. Subscription 60 cts.; claimed average circulation for year 1913, 22,000; 48 to 82 pages, 2 columns, length of columns, 7½ in.; width, 2½ in.; use matrices, forms close 25th of second month preceding. Office, 158 Fifth Avenue.

Advertising rates, agate, 15 cts. a line; full page \$30; ½ page, \$15; ¼ page, \$8; back cover \$35.

SUNSHINE BULLETIN—Official Organ of the International Sunshine Society—Monthly. Benevolent. Established 1902. Mrs. Cynthia Westover Alden, editor. Subscription, 50 cts.; sworn average circulation for year ending April 30, 1914, 13,500*; 16 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 20th preceding month. Can use matrices. Office, 96 Fifth Avenue.

Advertising rates, agate, 15 cts. a line; per page, \$50; ¼ and ½ pages, pro rata.

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SURVEY—Every Saturday. Sociological. Established 1897. Survey Associates, Inc., publishers. Subscription, \$3; claimed average circulation for 1913, 23,000; magazine number, 48 to 64 pages, weeklies, 24 to 32 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Office, 105 East 22nd Street.

Advertising rates, agate, 20 cts. a line; \$2.50 an inch; full page, \$70; 2 columns, \$50; one column, \$25; ½ column, double, \$25; school or publishers rate, \$50 a page; 2 columns, \$37.50; one column, \$18.75.

SVIT (The Light)—Every Thursday. Russian, Orthodox-Catholic. Established 1897. Orthodox Catholic Mutual Aid Society, publishers. Subscription, \$1.50; claimed average circulation for 1913, 9,000; 8 pages, 5 columns; length of columns, 20 in.; width, 3 in. Office, 166 Avenue A.

Advertising rates, \$2 an inch per month; six months, \$10; one year, \$18.

TAMMANY TIMES—Every Saturday. Political. Established 1892. The Tammany Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 11,800; 16 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Can use matrices. Office, 38 Park Row.

Advertising rates, agate, 15 cts. a line, with discounts on time or space contracts.

TEA AND COFFEE TRADE JOURNAL—Monthly (10th). Established 1901. Tea and Coffee Trade Journal Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 4,583; 104 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close third of current month. Can use matrices. Office, 79 Wall Street.

Advertising rates on application.

TEACHERS' MAGAZINE—Monthly except July and August. Educational. Hammock & Co., publishers. Subscription, \$1.25; circulation, not given by publisher; 3 columns; length of columns, 9½ in.; width, 2¼ in. Forms close 10th preceding month. Office, 31 East 27th Street.

Advertising rates, agate, 25 cts. a line. Reading notices, 75 cts. a line. Discount, 5, 10 or 15% on 3, 6 or 10 months, respectively.

TELEGRAFO—Every evening including SUNDAY. Italian. Established 1902. L'Araldo Italiano Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 32,000; 6 to 10 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Office, 66-68 Spring Street.

Advertising rates, from 90 cts. to \$3 an inch, according to location. Reading notices, 8 cts. to 50 cts. a line, according to page desired. Classified, 4 lines, 25 cts., with discount on 3 or more insertions.

TELEGRAM—Every evening and SUNDAY. Independent. Established 1867. The

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Evening Telegram, publishers. Subscription, \$2.50; sworn average circulation for six months prior to April, 1914, daily 157,640* net paid; Sunday, 113,439* net paid; 12 to 20 pages, 7 columns; length of columns, 2 1/4 in.; width, 2 1/7 in. Can use matrices. Office, Herald Square.

Advertising rates, transient, agate, 30 cts. a line; local advertising, 25 cts. a line, with discounts at 2 1/2% on 2,500 lines used within one year; 5% on 52 times, or 5,000 lines; 10% on 104 times, or 10,000 lines; 15% on 156 times, or 15,000 lines; 20% on 312 times, or 20,000 lines. Preferred position, 5 and 10 cts. a line extra; first page, \$1; editorial and woman's page, 50 cts. a line. Classified, undisplayed, automobiles, 3 cts. a word; bicycles, 2 cts. a word; business chances, 3 cts. a word; miscellaneous, 2 cts. a word; if set in agate caps, one cent a word additional; classified, displayed, financial, 30 cts. a line; hotel and resorts, 20 cts. a line; 15 cts. a line when ordered 26 times, daily, or e. o. d.; new publications, 20 cts. a line. Reading notices, \$1 and \$2 a line.

TELEGRAPH—Every morning including SUNDAY. Amusements, Sports and General News. Established 1836. Morning Telegraph Publishing Co., publishers. Subscription, daily and Sunday, \$14; Sunday, \$2.50; sworn average circulation for six months prior to April, 1914, daily and Sunday, 36,088* net paid; daily, 12 pages; Sunday, 30 to 48 pages, 7 columns; length of columns, 21 in.; width, 2 1/4 in. Can use matrices. Office, 50th Street and 8th Avenue.

Advertising rates, daily, agate, 20 cts. a line; Sunday, 30 cts. a line; discount, 26 times, or 2,500 lines, 5%; 52 times, or 5,000 lines, 10%; 104 times, or 10,000 lines, 15%; 156 times, or 15,000 lines, 20%; 365 times, or 25,000 lines, 25%. Full position or specified page, 5 cts. a line extra. Classified, daily, 15 cts. a line; Sunday, 25 cts.; 3 time rate classified, daily, only 30 cts. a line; 3 time rate (one Sunday), 40 cts. a line; 7 time rate, 85 cts.; automobiles, daily, 15 cts.; Sunday, 25 cts. a line; medical, daily, 25 cts.; Sunday, 35 cts. a line; wines and liquors, daily, 25 cts.; Sunday, 35 cts. a line; sporting, daily, 40 cts.; Sunday, 45 cts. a line; business personals, daily, 10 cts.; Sunday, 15 cts. a line. Reading notices, daily or Sunday, \$1 a line; first or editorial page, \$1.25 a line. Pictorial section, 35 cts. a line.

See advertisement on page 539.

TELEGRAPH AND TELEPHONE AGE—Semi-Monthly (1st and 16th). Established 1883. J. B. Taitavall, publisher. Subscription, \$2; claimed circulation for year 1913, 8,000; 54 pages, 3 columns; length of columns, 9 in.; width, 2 1/4 in. Office, 253 Broadway.

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Advertising rates, \$2.50 an inch; 2 in., \$4.25; 3 in., \$6; 4 in., \$7.50; 5 in., \$9; 1/2 page, \$6.50; 1/4 page, \$12; 1/2 page, \$22; one page, \$40. Discounts, 5, 10, 15 or 20% on 3, 6, 9 or 12 months, respectively.

TEVYNE—Every Tuesday. Lithuanian—Independent. Established 1908. Lithuanian. Alliance of America, publishers. Subscription, \$1; claimed average circulation for 1913, 7,000; 8 pages, 7 columns; length of columns, 22 in.; width, 2 1/4 in. Cannot use matrices. Office 307 W. 30th Street.

Advertising rates, 50 cts. an inch, with discounts for time and space. Reading notices, 10 cts. a line.

THEATRE MAGAZINE (The)—Monthly. (20th). Theatrical and Musical. Established 1900. The Theatre Magazine Co., publishers. Subscription, \$3.50; claimed average net circulation for year 1913, 53,326; 64 pages, 3 columns; length of columns, 12 in.; width, 2 3/4 in. Forms close 19 days in advance of issue. Office, 8 West 38th Street.

Advertising rates, agate, 75 cts. a line; full page (504 lines), \$300; 1/2 or 1/4 page, pro rata.

TIMES—Every morning including SUNDAY. Independent. Democratic. Established 1851. Subscription, daily including Sunday, \$8.50; without Sunday \$6; sworn net paid average circulation for six months prior to April, 1914, daily and Sunday, 246,118* daily, 16 to 28 pages; Sunday, 86 to 120 pages, 8 columns; length of columns, 21 3/7 in.; width, 2 1/2 in. Can use matrices. Office, Times Building, Times Square.

Advertising rates, agate, Daily or Sunday, general run of paper, 45 cts. a line; second, third or opposite editorial page, 65 cts.; last page, 60 cts.; other designated pages, 50 cts. a line; next to reading or bottom of column, 50 cts., 70 cts., 65 cts., or 55 cts. a line; following reading, 55 cts., 75 cts., 70 cts. or 60 cts.; top of column, 60 cts., \$1.05, 85 cts. or 65 cts.; following and next to reading, 65 cts., 95 cts., 80 cts. or 70 cts.; top of column next to reading, 70 cts., \$1.25, 95 cts. or 75 cts.; balance of column surrounded 80 cts., \$1.15, 95 cts. or 85 cts. a line. On contract three months, three times a week 5%; every day, 10% discount; six months two times a week, 5%; three times, 10% every day 15% discount; one year one time a week 5%; two times, 10%; three times, 15%; every day 20% discount, or 5, 10, 15 20 or 25% discount on 5,000, 10,000, 15,000, 20,000 or 25,000 lines used within one year. Advertising causing breaking of column rules must be not less than 28 lines in depth for each column rule broken, except on half pages;

The periodical that advertises shows faith in its chief product and has a tangible claim on your consideration.

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to secure position, must be at least 28 lines in depth, excepting top of column or single column which must be at least 42 lines; next to reading bottom of column at least 14 lines. Reading notices, first page, \$3.00 a line, inside, \$1.50, designated inside pages, \$2.00 a line; Classified, general, 30 cts. a line; three times a week, 28 cts.; 7 times, 25 cts. a line; board and room, 20 cts.; religious notices 25 cts.; lost, found, rewards, or mortgage loans, 35 cts.; business opportunity; business notices, 40 cts.; three times a week, 30 cts.; seven times, 28 cts. Automobile or motor boats, 40 cts.; 5,000 lines in one year, or full copy every month for one year, (minimum of 2,500 lines), 35 cts. a line. Rotogravure section (minimum $\frac{1}{4}$ page, or 525 lines), 65 cts. a line, Sunday Pictorial Section, 65 cts. a line; 13 times within one year, 58 cts.; 26 times, 55 cts.; 52 times, 50 cts. a line.

TIP TOP—In combination with Buffalo Bill, and Nick Carter. Every Saturday. Fiction. Established 1897. Street & Smith publishers. Subscription, \$2.50, claimed combined average circulation for year 1913, 200,000; 32 pages, 3 columns, length of columns, 9 in.; width, 2 in. Can not use matrices. Forms close six weeks in advance. Office, 7th Avenue and 15th Street.

Advertising rates, \$4 an inch; full page, \$75.

TOP NOTCH MAGAZINE—Tri-Monthly (10th; 20th., and 30th—10th and 30th issues carry advertising—). Literary. Claimed average circulation for year 1913, 225,647. Forms close for first issue, 7th of second preceding month; for last issue, 27th of second preceding month. Office, 7th Avenue and 15th Street.

Advertising rates, agate (one issue), 87 cts. a line; full page, \$175; $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ page, pro rata. Classified, 80 cts. a line each issue. For combination with Peoples Magazine and New Story (Top Notch Trio), \$2.54 a line, \$508.50 a page. For classified combination rates, see Ainslee's.

TOUSEY'S (Frank) WEEKLIES—Comprising Boys of '76', Fame and Fortune, Pluck and Luck, Secret Service, Wild West, Work and Win. Circulation claimed for year 1913, 250,000; length of columns, 10 in.; width, 2 $\frac{1}{4}$ in. Forms close 4 weeks in advance; covers close 8 weeks in advance. Office, 168 West 23rd Street.

Advertising rates, agate, 50 cts. a line; one page, \$200; $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ pages, pro rata; back inside cover, \$300; front inside cover, \$300; back cover (in colors furnished by advertiser), \$400.

TOWN & COUNTRY—Every Saturday. Town and Country Life. Established 1846. Franklin Coe, publisher. Subscription, \$5; claimed average circulation, for 1913, 20,000; 36 to 120 pages, 3 columns; length of col-

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umns, 12 in.; width, 2 $\frac{1}{2}$ in. Forms close 2 weeks in advance. Office, 389 Fifth Avenue.

Advertising rates, agate, 40 cts. a line; full page, (500 lines), \$200; three pages within one year, \$180; twelve pages, \$160 a page; $\frac{1}{2}$ or $\frac{1}{4}$ page pro rata; back cover (four colors), \$375; second or third cover (four colors), \$325.

TOWN TOPICS—Every Thursday. Society. Established 1878. Town Topics Publishing Co., publishers. Subscription, \$6; circulation, not given by publisher; 28 pages, 4 columns; length of columns, 11 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Forms close Tuesday preceding. Office, 2 West 45th Street.

Advertising rates, agate, 60 cts. a line; full page, \$360; $\frac{1}{2}$ or $\frac{1}{4}$ page, pro rata.

TRAINED NURSE AND HOSPITAL REVIEW—Monthly. Established 1888. Lakeside Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 14,500 net paid; 96 pages. 2 columns; length of columns, 8 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Forms close 15th of preceding month. Office, 38 and 40 West 32nd Street.

Advertising rates, one page, one time, \$40; 3 times, \$108; 6 times, \$204; 12 times, \$384; $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata.

TRAVEL—Monthly. Established 1901. McBride, Nast & Co., publishers. Claimed circulation for 1913, average 30,000; 00 pages 3 columns; length of columns, 10 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Forms close 10th of preceding month. Office, 31 East 17th Street.

Advertising rates, agate, 60 cts. a line; 4 in., double column (magazine size), \$60; $\frac{1}{4}$ page (full size), \$56.25; $\frac{1}{2}$ full page, \$112.50; 8 in., double column (standard magazine page), \$120; full sized page, \$225. Discount, 20% on 3 full pages within one year.

TRIBUNE—Every morning including SUNDAY, Republican. Established 1841. Tribune Association, publishers. Subscription, daily, \$6; with Sunday, \$8; sworn average circulation, daily and Sunday, for six months prior to April, 1914, 55,335* net paid; daily, 16 pages or more; Sunday, 60 pages or more; with extra supplement, 7 columns; length of columns, 21 $\frac{3}{4}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Office, Tribune Building.

Advertising rates, agate, daily or Sunday, 25 cts. a line; pages 2, 3, or outside pages, 30 cts.; 2,500 lines within one year, (for second, third or outside pages add 5 cts. a line); 24 cts.; 26 insertions or 5,000 lines, 23 cts.; 52 insertions or 10,000 lines, 21 cts.; 78 insertions, 19 cts.; 104 insertions 17 cts.; 156 insertions, 15 cts. a line. Position charges next to reading, 5 cts.; full position 10 cts.; top of page next to reading, 15 cts.; island position, bottom of page, 25 cts.; or top of page, 35 cts. a line extra. Automobile and accessories, 20 cts. a line; 2000 lines on yearly contract, 19 cts; 4,000 lines, 18 cts.; 6,000 lines, 17 cts.; 8,000 lines, 16 cts.;

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10,000 lines, 15 cts. a line. Motor Boat (Sunday, Wednesday and Friday), 20 cts. a line; 7 times, 18 cts.; 30 times, 15 cts. a line. Books and periodicals 20 cts. a line. Double column advertisements must occupy at least 28 lines in depth; triple columns, 50 lines; four columns, 75 lines; 5 or more columns, 147 lines depth. Reading notices, \$1.50 a line; designated page, except editorial or page opposite, \$2.00, first page, \$2.50 a line. Special notices 50 cts. a line. Classified, 20 cts. a line; 3 times a week 54 cts.; 7 consecutive times, \$1.05.

TYPEWRITER TOPICS—Monthly. Office Equipment. Established 1905. Business Equipment Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 10,000; 72 to 144 pages, 2 columns; length of columns, 9 in.; width, 3½ in. Forms close 15th preceding month. Can not use matrices. Office, 302 Broadway.

Advertising rates, \$7 an inch; ½ page, one time, \$15; ¼ page, 28; ½ page, \$52; one page, \$96; discount 5 and 10 per cent on 6 and 12 months respectively.

UNITED STATES INVESTOR. See Boston, Mass.

U. S. TOBACCO JOURNAL—Every Saturday. Trade. Established 1874. Ellison Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 9,700; 40 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close Wednesday preceding. Can use matrices. Office, 97-99 Water Street.

Advertising rates, \$2 an inch; \$40 per year; ½ page (6 in.), \$12; ¼ page, \$20; ½ page, \$35; one page, \$60. Discount on 4 or more insertions.

UNITED SUNDAY COMIC MAGAZINES—Embracing Comic sections on Sunday issues of New York World, Boston Globe, St. Louis Post Dispatch, Philadelphia Inquirer, Chicago Herald, Pittsburgh Press, Detroit Free Press, Cleveland Leader, Des Moines Register and Leader, Seattle Post-Intelligencer, San Francisco Chronicle, New Orleans States, and Shreveport Times; claimed circulation, average for first six months, 1913, exceeding 2,100,000.

Advertising rates, agate, \$5.35 a line. Further rates on application.

UNITED SUNDAY NEWSPAPER MAGAZINES—Embracing Magazine section in Sunday editions of New York World, Boston Globe, St. Louis Post Dispatch, Philadelphia Inquirer, Pittsburgh Press, Seattle Post-Intelligencer, Chicago Herald, Indianapolis Star, Milwaukee Free Press, San Francisco Chronicle, Des Moines Register and Leader, New Orleans States, and Shreveport (La.) Times. Claimed circulation for first six months 1912, exceeding 2,100,000. Forms close 16 days in

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advance. Can use matrices. Office, World Building, Park Row.

Advertising rates, agate, \$3.75 a line. See advertisement on page 549.

UNIVERSAL ENGINEER—Monthly (15th). Mechanical. Established 1907. Universal Engineer Publishing Co., publishers. Subscription, \$1; claimed average circulation nine months ending April 30, 1914, 17,300; 112 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Office, 108 Fulton Street.

Advertising rates on application.

VANITY FAIR—Monthly. Fashions, Stage and Society. Established 1913. The Vanity Fair Company, publishers. Subscription, \$3; guaranteed average circulation for 1914-15, 15,000; 4 columns to page; length of columns, 11¼ in.; width, 2 in. Forms close 1st of month preceding date of publication. Office, 449 Fourth Ave.

Advertising rates, agate, 45 cts. a line; full page, \$160; ½, ¼ or ⅓ page, pro rata, with discounts on 3 and 12 pages, used within one year.

VIOLIN WORLD—Monthly (1st). Musical. Established 1892. August Gemander & Sons publishers. Subscription, 75 cts.; claimed average circulation for year 1913, 5,000. 00 pages, 2 columns and 3 columns; length of columns, 9½ in.; width, 3½ and 2¼ in. Can use matrices. Forms close 20th of month preceding. Office 141 West 42nd Street.

Advertising rates \$2, or \$3 an in.; for 2¼ or 3½ in.; columns respectively.

VOGUE—Semi-Monthly (1st and 15th). Fashions and Society. Established 1892. The Vogue Co., publishers. Subscription, \$4; guaranteed minimum circulation for 1914, 80,000; 4 columns to page; length of columns, 11¼ in.; width, 2 in. Forms close one month and 5 days in advance; covers close 6 weeks in advance. Office, 443 Fourth Avenue.

Advertising rates, agate, 90 cts. a line; 78 lines, or more, 80 1/10 cts. a line; one page, \$500; ⅓, ¼ and ½ pages pro rata. Back cover, (4 colors), \$800; inside covers, (4 colors), \$600.

VOLKSZEITUNG—Every morning including SUNDAY, and VORWAERTS, Saturdays. German. Labor. Established 1878. Socialistic Co-operative Publishing Association, publishers. Subscription, daily, \$6; Sunday, \$2; weekly, \$1; circulation not given by publisher; daily, 6 pages; weekly, 12 pages; Sunday, 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 15 Spruce Street.

Advertising rates, daily, nonpareil, 10 cts. a line; three times, 25 cts.; six times, 40 cts.; one month, \$1.25; three months, \$3.50, six months, \$6.50; one year, \$12 per line. Sunday, 15 cts. a line, one time; one month, 50

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cts.; three months, \$1.25; six months, \$2.25; one year, \$4. Double column advertisements in either daily or Sunday, 30 cts. a line. Weekly, \$1 an inch; one month, \$3; three months, \$8; six months, \$15; one year, \$25. Reading notices, daily or Sunday, 50 cts. a line; weekly, 25 cts.

VOLUNTEERS' GAZETTE—1st and 3rd Wednesday of each month. Volunteers of America, publishers. Subscription, \$1; claimed average circulation for year 1913, 20,000; 8 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Office, 34 West 28th Street.

Advertising rates, agate, 15 cts. a line, with discount of 5 per cent on one month or 100 lines; 10 per cent on three months, or 500 lines; 15 per cent on six months, or 1,000 lines; 20 per cent on one year, or 1,500 lines.

VORWAERTS—Weekly edition of Volkszeitung, which see.

WALL STREET JOURNAL—Every morning and evening except Sunday. Financial. Established 1882. Dow, Jones & Co., publishers. Subscription, \$12 each edition; claimed average circulation for year 1913, 13,083; 8 pages, 5 columns; length of columns, 22¾ in.; width, 2½ in. Can use matrices. Office, 44 Broad Street.

Advertising rates, commercial, 20 and 30 cts. a line, according to location; financial, 30 cts.; 26 times, or 2,500 lines, financial, 25 cts.; commercial, 17 and 25 cts.; 78 times, or 5,000 lines, financial, 20 cts.; commercial, 13 and 20 cts.; 156 times, or 10,000 lines, financial, 15 cts.; commercial, 10 and 15 cts. a line.

WAHRHEIT DAILY HERALD—Every afternoon except Saturday and Sunday. Yiddish. Independent. Established 1897. The Wharheit Publishing Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 101,148* net paid; 8 and 10 pages, 7 columns; length of columns, 21 in.; width, 12½ ems. Can use matrices. Office, 153 East Broadway.

Advertising rates, agate, 10 cts. a line; on contracts of over 2000 lines, 7 cts. a line; financial, 30 cts. a line; medical, 10 cts. a line.

WATCHMAN EXAMINER—Every Thursday. Baptist. Established 1819. The Watchman Examiner Co., publishers. Subscription, \$2.50; claimed average circulation for 1913, 15,000; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices. Office, 23 East 26th Street.

Advertising rates, agate, 25 cts. a line; discounts for time and space. Reading notices, 35 cts. a line, brevier, leaded.

WIDE WORLD MAGAZINE—Monthly. (15th). Literary. The International News

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Co., publishers. Subscription, \$1.20; guaranteed average circulation for 1914, 100,000; 104 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close last day of preceding month. Office, 83-85 Duane Street.

Advertising rates, agate, 50 cts. a line; one page, \$100; ¼ and ½ pages, pro rata. In combination with Strand, 90 cts. a line. Classified, 6 cts. per word.

See advertisement on page 432.

WILD WEST. See Tousey's Weeklies.

WINGED FOOT—Monthly. Club Journal. Established 1891. New York Athletic Club, publishers. Subscription, \$1; claimed average circulation, 1913, 4,600; 48 to 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 20th preceding month. Office, 42-44 West 39th Street.

Advertising rates, ¾ page, \$10; ¼ page, \$17; ½ page, \$30; one page, \$50. Discount on 3 months and longer.

WITNESS—Every Wednesday. Agricultural and Home. Established 1871. Witness and Sabbath Reading Co., publishers. Subscription, \$1; claimed average circulation for year 1913, exceeding 15,000; 16 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Forms close Monday preceding. Office, 1105 Tribune Building.

Advertising rates, agate, 10 cts. a line. Combination with Christian Nation and Sabbath Reading, 65 cts. a line, with Chicago Union Signal added, 77 cts. a line.

See advertisement on page 455.

WOMAN'S HOME MISSIONS—Monthly. Methodist Episcopal. Established 1884. Mary Felle Evans, publisher. Subscription, 85 cts.; claimed circulation for year 1913, 5,500; 24 pages, 3 columns; length of columns, 9 in.; width, 2½ in. Office, 150 Fifth Avenue.

Advertising rates, agate, 25 cts. a line, flat.

WOMAN'S MAGAZINE—Monthly. Fashions and Literary. Established 1896. New Idea Publishing Co., publishers. Subscription, 75 cts.; for circulation see Butterick Trio; 96 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Forms close 25th of third preceding month. Office, Butterick Bldg.

Advertising rates, agate, \$1 a line; one column, \$200; ¼ page, \$180; ½ page, \$360; one page, \$700. Combined rate for "Butterick Trio" which see.

WOMEN'S WEAR—Every evening except Sunday. Established 1910. Women's Wear Co. (Inc.), publishers. Subscription, \$12; circulation—not given by publisher; 8 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Cannot use matrices. Office, 42 East 21st Street.

Advertising rates, 5 cts. a line flat.

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WORK AND WIN. See Tousey's Weeklies.

WORLD (Morning)—Every morning including SUNDAY, and **THRICE A WEEK WORLD**, Mondays, Wednesdays and Fridays. Independent. Established 1860. Press Publishing Co., proprietors. Subscription, daily, \$8.50; weekly, \$1; sworn average circulation for year 1913, daily, 376,300*; Sunday, 485,443*; Thrice a Week, claimed circulation for same period, 90,000 net per issue. Daily, 12 to 20 pages; Sunday, 64 pages or more; Thrice a Week, 8 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Pulitzer Building.

Advertising rates, daily, agate, 40 cts.; page facing editorial or last page, main sheet, 50 cts. a line; second or third page, 60 cts.; Sunday, 40 cts.; first page of supplement, 45 cts.; last page, main sheet, 50 cts.; other pages of main sheet, 45 cts. second or third page, 60 cts. a line. Preferred position, 10 and 15 cts. a line extra. Reading notices, daily or Sunday, \$1.50 to \$3 a line. Classified, daily and Sunday, agents' business opportunities, 35 cts.; automobiles, 30 cts. a line; hotels, 25 cts.; resorts, 20 cts. medical or personals, 60 cts.; sporting, 50 cts. New Sunday World Magazine, a part of the Sunday edition; 4 columns; length, 16 11/14 in.; width, 2½ in.; forms close 16 days in advance; rates, 75 cts. a line; back page (4 colors), \$750; ½ page, \$375. Thrice a Week, one insertion a week, 25 cts. a line, three insertions a week for 60 cts. a line. Reading notices, \$1; first page, \$1.50. Discount of 10% on six months contracts or 1500 lines used within one year.

WORLD (Evening)—Every evening except Sunday. Independent. Established 1887. Press Publishing Co., proprietor. Subscription, \$3.50; sworn average circulation for year 1913, 384,822*; 8 to 24 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Pulitzer Building.

Advertising rates, agate, 40 cts. a line; last page, 50 cts.; second or third page, 60 cts. a line; medical, 60 cts. a line; business or special notices, 60 cts. a line. Preferred positions, 10 and 15 cts. a line. Reading notices, first page, \$3; inside pages, \$1.50 a line. Classified, wants or new publications, 30 cts.; financial, 40 cts. a line.

WORLD'S WORK—See Garden City, N. Y.

WRITERS MAGAZINE—Monthly. Literary. Established 1913. The Writers Magazine Co., publishers. Subscription, \$1; claimed average circulation for 1913, exceeding 12,000; 60 pages, 2 columns; length of columns, 7 in.; width, 2½ in. Forms close 25th of month preceding. Office, 32 Union Square, E.

Advertising rates, 25 cts. a line; full page (196 lines), \$45; ½ page, \$23; ¼ page, \$12; back cover, \$50.

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YACHTING—Monthly. Boating-Yachting. Established 1907. Outing Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 96 pages, 3 columns; length of columns, 10¾ in.; width, 2½ in. Forms close 15th preceding month. Office, 141 West 36th Street.

Advertising rates, agate, 25 cts. a line; ¼ page, \$13.12; ¼ page, \$22.50; ½ page, \$45; 4 in., double column, \$24; one full page (420 lines), \$90; 8 in., double column, \$48. Discount, 6 times in one year, 5%; 12 consecutive insertions, 10%.

YATES, CHAS. W.—

See advertisement on page 433.

YIDDISHE FOLK—Every Friday. Yiddish. Non-political. Established 1909. Zion Press Association, publishers. Subscription, \$1; claimed average circulation for year 1913, 12,000; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Office, 142 Henry Street.

Advertising rates, 75 cts. an inch.

YOUNG'S MAGAZINE—Monthly. Literary. Established 1897. Courtland H. Young, publisher. Subscription, \$1.50; claimed average circulation for year, 1913, 124,360; 136 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 23th of preceding month. Can use matrices. Office, 13-15 West 20th Street.

Advertising rates, agate, 50 cts. a line, flat; one page, \$100; ¼, ½ and ¾ pages, pro rata.

ZUKUNFT—Monthly (1st). Yiddish-Literary. Established 1892. Forward Association, publishers. Subscription, \$1; sworn average circulation for year 1913, 81,200; 114 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding. Office, 173 East Broadway.

Advertising rates, agate, 35 cts. a line; full page, (224 lines), \$56; ½ page, \$29.50; ¼ page, \$15.50.

See advertisement on page 500.

NIAGARA FALLS—Population 30,445. On Niagara River and 6 R. R. Have facilities for developing from the Falls practically unlimited horse power. Industries include manufacture of flour, paper, aluminum, linen, graphite, carborundum, carlighting systems and electro chemicals; many thousands of visitors annually stop over to view the falls. Annual value of manufactured products, exceeding, \$17,000,000.00.

GAZETTE—Every evening except Sunday. Republican. Established 1854. A. C. Deuel, publisher. Subscription, \$3; sworn average circulation for year ending June 30, 1914, 9,294* net; 12 to 20 pages, 7 columns; length

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of columns, 20½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 35 cts. an inch with discount on 25 in. and over. Composition 5 cts. an inch extra. Reading notices, 10 cts. a line; first page 15 cts. Classified, 1 cent a word, first time; ½ cent a word each subsequent insertion.

NORTHPORT—Population 2,096. On L. I. Sound and L. I. Ry. Industries are confined largely to oyster fishing and publishing of law books. Annual value of manufactured products \$500,000.

LAW NOTES—Monthly. Legal. Established 1891. Edward Thompson Co., editors and publishers. Subscription, \$1; claimed average circulation for year 1913, 10,000; 24 pages, 2 columns; length of columns, 10¼ in.; width, 3¾ in.

Advertising rates, \$12.50 an inch, 3 months \$30; 6 months, \$50; 12 months \$85.

OGDENSBURG—Population 15,933. On St. Lawrence and 2 R. R. A popular summer resort; has extensive trade in lumber and grain. Industries include the manufacture of silk and brass goods, gloves, clothing, lumber, flour, leather, boats and machinery; also grain elevators.

NEWS—Every morning except Monday, including SUNDAY. Democratic. Established 1881. Ogdensburg News Co., publishers. Subscription, \$6; claimed average circulation for 1913, 5,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, \$1 an inch; 100 in., 60 cts.; 250 in., 45 cts.; 500 or more in., 25 cts. an inch. Reading notices, 25 cts. a line. Classified, 1 cent a word.

ONEONTA—Population 9,491. A trade center on three Railroad Systems. Industries include railroad machine shops, flour and silk mills; shirt and glove factories and elevators. State Normal School is located here.

STAR—Every morning except Sunday. Independent. Established 1890. Otsago Publishing Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 5,451* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can not use matrices.

Advertising rates, 20 cts. an inch; 100 in., 18 cts.; 250 in., 16 cts.; 500 in., 14 cts.; 1,000 in., 12 cts. an inch. In body type 50% additional. Full position 25% additional. Composition, 5 cts. an inch additional. Classified, 1 cent per word.

FIELD AFAR—Monthly (15th). Catholic Missions. Established 1907. Catholic Mission Society, publisher. Subscription 50 cts.; claimed average circulation for year 1913,

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15,000; 16 pages, 3 columns; length of columns, 8½ in.; width, 2¼ in. Can use matrices. Forms close, 1st of month. Advertising Rates \$2 an inch.

OSWEGO—Population 23,368. On Lake Ontario and 3 R. R. Has vast water power on account of the river falls; ships coal, lumber and grain extensively; manufacture of starch is a most important industry, the largest factory in the world being located here; likewise the Diamond Match Co., being one of the largest in the world, is located here; industries also include foundry and machine shops; woolen and cotton mills, candy and chocolate factories; bakeries; malt house and breweries; foundries; railway steel spring, wood and paper box, iron, vinegar and boiler works and oil well supplies.

TIMES—Every evening except Sunday, and SEMI-WEEKLY (Tuesday and Friday). Republican. Established 1846. Oswego Times Co., publishers. Subscription, daily, \$6; Semi-Weekly, \$1. Circulation, daily, sworn average for nine months ending April, 1914, 3,772*; weekly, 3,936*; 8 to 12 pages, 7 columns; length of columns, 19¾ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 25 cts. an inch, with discounts for space. Reading notices, 10 cts. per line.

PORT JERVIS—Population 9,564. On Delaware River and Erie R. R. Industries include silver plating and wall paper pattern works, silk underwear, glove, saw, cut glass and glass factories, silk mills, iron and stove foundries and Erie railroad work shops.

NEW YORK FARMER—Every Thursday. Agricultural. Established 1881. The Tri-States Publishing Co., publishers. Subscription, \$1; claimed circulation for 1913, 24,450; 8 pages, 7 columns; length of columns, 19½ in.; width, 2¼ in.

Advertising rates, 15 cts. a line; one month 13½ cts.; three months, 12 cts.; six months, 10½ cts.; one year, 9 cts. per line each insertion. Reading notices, minion, 25 cts. a line.

POUGHKEEPSIE—Population 27,936. On Hudson River with direct steamboat connection to New York City and 3 R. R. Industries include the manufacture of farming implements, gas and gasoline engines, hardware specialties, automobiles, mowing machines, horse shoes, pig iron, sash, door, blinds, cigars, chairs, shirts, underwear, clothing, knit goods, shoes and glassware. Seat of Vassar College and other educational institutions.

COURIER—Every Sunday. Independent. Established 1873. E. D. Tobey, manager. Subscription, \$2; claimed average circulation for year 1913, 11,940; 28 pages, 7 columns;

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length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, nonpareil, 1 inch, one time, \$1; one month, \$2.50; three months, \$6; six months, \$9; one year, \$15; 3 in., three months, \$12; one year, \$33. Local notices, 10 cts. a line. Classified, 1 cent per word.

ENTERPRISE—Every evening except Sunday. Democratic. Established 1883. Enterprise Publishing Co., publishers. Subscription \$5. Sworn average circulation for six months prior to April, 1914, 4,600; 16 to 24 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. an inch, in position, 12 cts. an inch. Set matter 3 cts. an inch additional for first insertion. Reading notices (8 pt), 5 cts. a count line.

STAR—Every evening except Sunday. Republican. Established 1889. Poughkeepsie Star Pub. Co., (Inc.), publishers. Subscription, \$5; sworn average circulation for year 1913, 6,427*; 12 to 20 pages, 7 columns; length of columns, 22 in.; width, 2¼ in.

Advertising rates, 35 cts. an inch. Classified, 1 cent a word.

ROCHESTER—Population 218,149. On Genesee River, Erie and Barge Canals and six railroads. Has excellent water power developed from the river falls; is the center of Central New York fruit district which produces the greatest number of apples per acre in the United States; also very large nursery interest, including the most extensive trade in farm and garden seeds; industries include the manufacture of photographic supplies, optical goods, boots, shoes, clothing, iron bridges, carriages and preserves. Ward Geological Museum, Rochester University and other educational institutions located here. Annual value of manufactured products, \$112,676,215.00. Bank clearings during year 1913, \$258,262,201.26.

ABEND-POST—Every evening except Sunday. German. Independent. Established 1851. Rochester German Publishing Co., publishers. Subscription, \$3.60; claimed average circulation for 1913, 6,550; 6 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 237-239 Andrews Street.

Advertising rates, agate, 5 cts. a line; open space, within one year, 750 lines, 4 cts. a line; 1,500 lines, 3 cts.; 3,000 lines, 2½ cts.; 7,500 lines, 2 cts. Classified, one cent a word first insertion; ½ cent a word subsequently. Reading notices, 15 cts. a line; telegraphic readers, 25 cts. a line.

AMERICAN FRUITS—Monthly. Nursery-Trade. Established 1904. American Fruits Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 2,600; 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close 20th

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preceding month. Office, Ellwanger & Barry Building.

Advertising rates, agate, 10 cts. a line; 2d or 3d page covers (483 lines), \$55.55; 4th cover page, \$60.37.

See advertisement on page 494.

AMERICAN NUT JOURNAL—Monthly. Nut Growing Industry. Established 1914. American Fruits Publishing Co. (Inc.), publishers. Subscription \$1.25; claimed average circulation for three months ending April 1914, 1,000; 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 28th preceding month. Office, Ellwanger & Barry Bldg.

Advertising rates; \$1.00 per in. No discount for time or space. Covers 25% extra.

See advertisement on page 494.

CASE AND COMMENT—Monthly. Legal. Established 1894. The Lawyers' Co-operative Publishing Co., publishers. Subscription, \$1.50, detailed sworn average circulation for 1913, 15,880* net paid; 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 10th preceding month.

Advertising rates, \$2.25 an inch; one page, \$36; ¼, ¼ and ½ pages, pro rata.

DEMOCRAT AND CHRONICLE—Every morning including SUNDAY. Republican. Established 1826. Rochester Printing Co., publishers. Subscription, daily, \$3; sworn average circulation, for year 1913, daily, 64,126* net paid; Sunday, 52,914* net paid; daily, 14 to 24 pages; Sunday, 40 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 18 cts. a line; two times, 17 cts.; three times, 16 cts.; 1,000 lines, within one year, 15 cts.; 2,000 lines, 14 cts.; 3,000 lines, 13 cts.; 5,000 lines, 11 cts.; 10,000 lines or more, 10 cts. a line. Preferred position, 10 and 25 per cent extra. Classified, 1 cent a word. Reading notices, 50 cts. a line; telegraphic readers, \$1 a count line.

See advertisement on page 554.

GREEN'S FRUIT GROWER—Monthly. Fruit Growing and General Farming. Established 1881. Chas. A. Green, editor. Subscription, 50 cts.; guaranteed detailed average circulation for year 1914-15, exceeding 140,000*; 32 to 48 pages and cover, 4 columns; length of columns, 12½ in.; width, 2½ in. First forms close 10th and last forms 20th preceding month. Office, South and Highland Avenues.

Advertising rates, agate, 60 cts. a line; full page, \$3.25. Classified, 10 cts. per word.

HERALD—Every morning including SUNDAY. Independent. Established 1879. Rochester Herald Co., publishers. Subscription, daily, \$3; Sunday, \$1.50; sworn average circulation for last six months 1913, 32,744*; daily, 12 to 20 pages; Sunday, 32 pages, 7

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columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 30-32 Exchange Street.

Advertising rates, daily or Sunday, agate, 10 cts. a line; 1,000 lines, 7 cts.; 2,000 lines, 5 cts. a line. Preferred position, extra. Classified, 1 cent a word. Reading notices, 20 cts. a count line; telegraphic readers, \$1 a count line.

POST-EXPRESS—Every evening except Sunday. Republican. Established 1859. The Post-Express Printing Co., publishers. Subscription, \$6; claimed average circulation for first six months, 1914, 17,047 net paid; 12 to 16 pages, 7 columns; length of columns, 21 in., width, 2½ in. Can use matrices. Office, 5 South Water Street.

Advertising rates, agate, 15 cts. a line; one week, 7½ cts.; one month, 5 cts.; three months, 4½ cts.; six months, 4 cts.; one year, 3½ cts. a line, per time; e. o. d., one month, 6 cts.; three months, 5 cts.; six months, 4½ cts.; one year, 4 cts. a line per time. Open space, within one year, 500 lines, 7½ cts. a line; 1,000 lines, 6½ cts.; 2,000 lines, 5½ cts.; 3,000 lines, 5¼ cts.; 5,000 lines, 4½ cts.; 10,000 lines, 4¼ cts. Preferred position, 10 and 25 per cent extra. Classified, 1 cent per word. Reading notices, 20 cts. a line; telegraphic and financial pages, 30 cts. a count line.

RURAL LIFE—Monthly. Agricultural. Established 1859. Post Express Printing Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 60,000; 32 to 40 pages, 4 columns; length of columns, 13¼ in.; width, 2¼ in. Forms close 21st preceding month. Office, 5 South Water Street.

Advertising rates, agate, 25 cts. a line; one page (744 lines), \$186; ¼ and ½ pages, pro rata.

TIMES—Every evening except Sunday. Independent. Established 1887. Evening Times Co., publishers. Subscription, \$3; guaranteed detailed average circulation for year ending March 31st, 1914, 24,794* net paid; 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 53-55 State Street.

Advertising rates, agate, 6 cts. a line. On yearly Contract; 2,800 lines, 5 cts.; 4,900 lines, 4½ cts.; 7,000 lines, 4 cts.; 14,000 lines or more, 3½ cts. a line. Preferred position, 12½, 25 or 50% extra. Classified, 1c. a word. Reading notices, 23 cts. a line; 3,000 lines and over, 17 cts. a count line; telegraphic readers, 50 cts. a line.

UNION AND ADVERTISER—Every evening except Sunday. Independent. Democratic. Established 1826. Union and Advertiser Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 35,907* net; 38,584* gross; 12 to 20 pages, 7 columns; length of columns, 21 2/7 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, one time, 15 cts. a line; 1000 lines or 18 times, 10 cts.; 3000

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lines or 26 times, 8 cts.; 5000 lines or 52 times, 7 cts.; 7000 lines or 104 times, 6½ cts.; 10,000 lines or 156 times 6 cts. a line. Mail order, resort, school or publications, 9 cts. a line flat. Preferred position, 10, 25 or 50 per cent extra. Classified, 1 cent per word. Reading notices, 15 cts. a line; on City news pages, 20 cts.; first page or telegraphic, \$1 a line.

See advertisement on page 442.

SARATOGA SPRINGS—Population 12,693 Two Ry. Widely known as a fashionable summer resort and popular on account of its mineral springs. Industries include furniture, lace, glove and shirt waist factories; machine shops; knitting mills and manufacturing chemists.

SARATOGIAN—Every evening except Sunday. Republican. Established 1853. The Saratogian Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April, 1914, 4,569* net paid; 8 to 16 pages, 4 columns; length of columns, 21 11/16 in.; width, 2½ in.

Advertising rates, 35 cts. an inch; 25 in., 30 cts.; 50 in., 25 cts.; 100 in., 20 cts.; 200 in., 18 cts.; 300 in., 16 cts.; 400 in., 15 cts.; 500 in., or more, 14 cts. an inch. Composition, 5 cts. an inch additional. Preferred position, 10 and 25 per cent extra. Classified, 1 ct. a word. Reading notices, brevier, 10 cts. a line (heading counts as 2 lines); set in nonpareil, with cut-off rule, first page, 25 cts. a line; telegraphic readers, \$1 a line.

SCHENECTADY—Population 72,826. On Erie Canal; N. Y. C. & H. R., D. & H. C., Boston & Maine and West Shore railroads. Industries include the manufacture of threshing machines, fire engines, broom, underwear, overalls, varnish and fire works, plaster and feed mills, electrical and locomotive works. Annual value of manufactured products \$100,000,000.00.

GAZETTE—Every morning except Sunday. Democratic. Established 1894. Daily Gazette Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 20,695* net paid; 12 to 22 pages, 8 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, agate, 8 cts. a line; 1,000 lines, within one year, 7 cts.; 2,000 lines, 6 cts.; 3,500 lines, 5 cts.; 5,000 lines, or more, 4 cts. a line; preferred position, 10 and 25 per cent extra. Classified, one cent per word. Pure reading notices, 20 cts. a count line; telegraphic readers, \$1 a line; black faced type, double price.

UNION-STAR—Every evening except Sunday. Republican. Established 1865. James H. Callanan, publisher. Subscription, \$3; sworn average circulation for year ending April 30, 1914, 17,048* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

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Advertising rates, agate, 7 cts. a line; 420 lines, 6 cts.; 1,400 lines, 5 cts.; 4,200 lines, 4 cts.; 7,000 lines, or more, 3 cts. a line. Preferred position, 10 and 25 per cent extra. Mail Order advertising, run of paper, 4 cts. a line. Classified, 1 cent per word. Reading notices, 12 cts. a line; last page, 15 cts.; leaded 20 cts. a line; telegraphic readers (not on first page), and local readers ("Here and There" column), 25 cts. a line.

SYRACUSE—Population 137,249. On Onondaga Lake and Erie Canal and 3 R. R. Industries include manufacture chemicals, agricultural implements, hardware, automobiles, automobile accessories, carriages, steel, iron, bicycles, boilers, engines, wagons, furniture, malt liquors, food preparations, knit goods, cigars, shoes, typewriters, bricks, clothing and canned goods, grain and lumber shipped extensively. Seat of Syracuse University with 3,600 students. Annual value of manufactured products \$75,000,000.00. Building operations average \$5,000,000 annually.

AMERICAN POULTRY ADVOCATE—Monthly. Poultry. Established 1892. Clarence C. De Puy, publisher. Subscription, 50 cts., sworn detailed average circulation for year ending May 1914, 46,500 net (51,000 gross); 44 to 124 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 25th preceding month. Office, 1009 So. Salina Street.

Advertising rates, agate, 25 cts. a line; 1,000 lines, 24 cts.; 2,000 lines, 23 cts.; 3,000 lines, 22 cts.; 4,000 lines, 21 cts.; 5,000 lines, 20 cts. a line. Classified, 5 cts. per word.

GOOD HEALTH CLINIC—Monthly. Physical Culture and Hygiene. Established 1897. E. E. Keeler, M. D., publisher. Subscription, 75 cts.; claimed average circulation for year 1913, 16,746; 40 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Forms close 15th preceding month. Office, 209 West Borden Avenue.

Advertising rates, agate, 20 cts. a line; full page, \$20; ½ or ¼ pages, pro rata. Reading notices, 20 cts. a line.

HERALD—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established, daily, 1877. The Herald Co., publishers. Subscription, daily, \$5; Sunday, \$2.50; sworn average circulation for three months ending June 15, 1914, daily, 38,412* net; Sunday, 55,969* net; daily, 14 to 32 pages; Sunday, 52 to 84 pages, 7 columns; length of columns, 19 11/14 in.; width, 2½ in. Can use matrices. Office, 324-326 South Warren Street.

Advertising rates, agate, daily or Sunday, 12½ cts. a line; 500 lines, 10 cts.; 1,000 lines, 9 cts.; 1,500 lines, 8½ cts.; 2,000 lines, 8 cts.; 3,000 lines, 7½ cts.; 5,000 lines, 7 cts.; 10,000 lines, 6 cts. a line. Special position, 10, 25 or 50 per cent extra. Classified, 1 cent a word for two consecutive

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insertions in evening edition; 1 cent a word each insertion in Sunday edition. Reading notices, daily or Sunday, 35 cts. a line; telegraphic, 60 cts. a line.

INDUSTRIAL WEEKLY—Every Friday. Labor. Established 1905. Thomas M. Gafney, publisher. Subscription, \$1; claimed average circulation for year 1913, 5,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 40 cts. an inch.

JOURNAL—Every evening except Sunday. Independent. Established 1839. H. D. Burrill, publisher. Subscription, \$3; sworn average circulation for six months ending April, 1914, 40,065*; 12 to 36 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Journal Building.

Advertising rates, agate, 6 cts. a line, flat. Preferred position, 10 and 25 per cent extra. Reading notices, 25 cts. a count line; telegraphic, \$1 a line; black or bold face heading counted as two lines. Classified, 1 cent a word.

See advertisement on page 486.

KERAMIC STUDIO—Monthly (1st) Art. Established 1899. Ceramic Studio Publishing Co., publishers. Subscription, \$4; claimed average circulation for 1913, 4,500; 36 pages, 2 columns; length of columns, 11 in.; width, 4 in. Cannot use matrices. Forms close 1st of preceding month.

Advertising rates, ½ inch, \$2.50; 1 inch, \$4; 2 in., \$7; ¼ page, \$9; ½ page, \$15; ¾ page, \$25; full page, \$45.

NORTHERN CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal. Established 1841. University Printing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 11,200; 24 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, University Block.

Advertising rates, agate, 10 cts. a line; discounts, 20% on 500 lines, within one year; 30% on 1,000 lines; 50% on 2,000 lines. Business reading notices, 15 cts. a line.

PRACTICAL DAIRYMAN—Monthly (15th). Dairying and Farm Management. Established 1907. Practical Dairyman Co., publishers. Subscription, 50 cts.; claimed average circulation for first six months 1914, 24,000; 16 to 20 pages; length of columns, 12½ in.; width, 2½ in. Can use matrices. Forms close 15 days in advance.

Advertising rates, agate, 17½ cts. a line; full page, (462 lines), \$80. Last page, or other special positions, 20 per cent extra.

POST-STANDARD—Every morning except Sunday. Republican. Established 1828. Walter E. Gardner, publisher. Subscription, \$5; sworn average circulation for year 1913, 50,107* net; 16 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

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Can use matrices. Office, 315-21 South Warren Street.

Advertising rates, agate, 15 cts. a line; 1,000 lines, within one year, 11 cts.; 2,000 lines, 10 cts.; 3,000 lines, 9½ cts.; 5,000 lines, 9 cts.; 10,000 lines, or more, 8 cts. a line; strictly mail order copy, 8 cts. a line; preferred position, 10 and 25 per cent extra. Classified, 1 cent a word. Reading notices, 45 cts. a count line; imitation readers 25 cts. a line.

See advertisement on page 556.

SCHOOL BULLETIN AND NEW YORK STATE EDUCATIONAL JOURNAL—Monthly. Educational. Established 1874. C. W. Bardeen, publisher. Subscription, \$1; circulation—not given by publisher; 24 pages, 4 columns; length of columns, 11½ in.; width, 2 in. Forms close 28th preceding month. Office, 406 S. Franklin Street.

Advertising rates, agate, 20 cts. a line; 50 cts., three months; \$1, six months; \$2, one year; 1 inch, one time, \$2; three months, \$5.50; six months, \$10; one year, \$18.

SPORTING GOODS GAZETTE—Monthly. (15th). Trade. C. H. Mowry, publisher. Subscription, \$1; claimed average circulation for year 1913 5,200; 40 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close 5th.

Advertising rates, \$1.35 an inch; full page, \$35; ½ page, \$18; ¼ page, \$10; ⅓ page, \$6; with discount on 6 or 12 month contracts.

UNITED WEEKLIES ADVERTISING SERVICE—Comprising 100 of the leading New York State County newspapers. Weekly. Rural and home. United Weeklies Advertising Service (Inc.), publishers. Detailed average circulation statement January 1st, 1914, 243,278*. Can use matrices. Forms close Monday, one week in advance. Office, University Block.

Advertising rates, only one cut and one piece of copy required—Agate, \$1.50 a line.

TROY—Population 76,813. On Hudson River with direct connection to New York City and 3 R. R. Industries include the manufacture of cotton goods, collars and cuffs, shirts, stoves, machinery, iron, steel, nails, railroad cars and horse shoes. The largest manufacturing city in the United States of shirts, collars and mathematical instruments. Seat of Rensselaer Polytechnic Institute and Emma Willard School. Annual value of manufactured products, \$37,982,000.00.

CARRIAGE DEALER'S JOURNAL—Monthly (1st). Trade. Established 1890. Journal Co. of Troy, publishers. Subscription, \$1; circulation—not given by publisher; 96 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Forms close 25th.

Advertising rates, full page, \$91; ¾ page, \$78; ½ page, \$65; ⅓ page, \$43; ¼ page,

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\$35; ⅕ page, \$25; ⅙ page, \$13; with discount on 3, 6 or 12 months contract.

GENERAL FEDERATION MAGAZINE—Monthly. Federation Women's Clubs. Established 1909. Harriet Bishop Waters, Editor and Business Manager. Subscription, \$1; circulated through 5,000 Women's Clubs; claimed to have a quarter of a million readers; 32 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 35 cts. a line; per inch, \$5.50; ½ page, \$35; one page, \$60; inside covers, \$65 per page; outside cover, (2 colors), \$75.

HOME BUDGET—Monthly. Family. Established 1903. C. L. MacArthur & Son, publishers. Subscription, 25 cts.; claimed average circulation for year 1913, 101,000; 16 pages, 4 columns; length of columns, 16 in.; width, 2¼ in. Forms close 25th preceding month. Can use matrices. Office, Budget Building, 16 Third Street.

Advertising rates, agate, 20 cts. a line. Reading notices, 40 cts. a line.

See advertisement on page 558.

NORTHERN BUDGET—Every Sunday. Republican. Established 1797. C. L. MacArthur & Son, publishers. Subscription, \$2; claimed circulation for year 1913, 32,694; 24 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, Budget Building, 16 Third Street.

Advertising rates, agate, 15 cts. a line; 3,000 lines or more, within one year, 10 cts. a line. Reading notices, 25 cts. a line. Classified, 1 cent per word.

See advertisement on page 558.

OBSERVER—Every Sunday. Democratic. Established 1877. M. F. Collins, publisher. Subscription, \$2; claimed circulation for year 1913, 8,700; 16 pages, 2 columns; length of columns, 19¼ in.; width, 2½ in. Can use matrices. Office, 285-9 River Street.

Advertising rates, nonpareil, 75 cts. an in.; on yearly contract, 50 in., 65 cts.; 100 in., 60 cts.; 200 in., 50 cts.; 500 in., 35 cts.; 1000 in., 30 cts.; 2000 or more in., 25 cts., an inch. Locals, 15 cts. a count line; 500 lines within one year 10 cts. a line. Classified, 1 cent per word; double charge for full face type.

RECORD—Every morning and evening except Sunday. Established 1812. Republican. The Troy Record Co., publishers. Subscription, morning, \$6; evening, \$3; sworn average circulation, combined for six months prior to April, 1914, 22,560* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, covering morning and evening editions, 5 cts. a line; 1,000 lines within one year, 4 cts.; 2,000 lines, 3½ cts.; preferred position, 10 and 25 per cent extra. Classified, 1 cent a word. Reading notice, nonpareil, 15 cts. a line; 5th and

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last pages, 21 cts.; telegraphic and local readers, first page, 50 cts. a line.

STANDARD PRESS—Every afternoon except Sunday. Democratic. Established 1863. Troy Publishing Co. (Inc.), publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 13,519* net; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Fulton and Fourth Streets.

Advertising rates, agate, 5 cts. a line; 1,000 lines, 4 cts.; 2,000 lines, 3 cts.; 5,000 lines, 2½ cts. a line. Preferred position, 15 or 25 per cent extra. Reading notices, 20 cts. a line; 500 lines, within one year, 15 cts. a line. Classified, first insertion, 1 cent per word; ½ cent per word for each subsequent consecutive insertion.

TIMES—Every evening except Sunday, and **SEMI-WEEKLY**. Wednesday and Saturday. Republican. Established 1851. Estate of Charles S. Francis, publisher. Subscription, daily, \$3; semi-weekly, \$1; sworn average circulation for six months ending March 31, 1914, daily, 17,281* net paid; semi-weekly, circulation—not given by publisher; daily, 10 to 28 pages; weekly, 8 pages or more, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, Times Building, Broadway and Third Street.

Advertising rates, daily, agate, 10 cts. a line; 6 times, 8½ cts.; 13 times, 6 cts.; 26 times, 5 cts.; 39 times, 4½ cts.; 52 times, 4 cts.; 78 times, 3½ cts.; 104 times, 3 cts.; 156 times, 2½ cts. Open space, within one year, 1,000 lines, 8 cts.; 1,500 lines, 6 cts.; 2,000 lines, 5 cts.; 3,000 lines, 4 cts.; 4,000 lines, 3¼ cts.; 6,000 lines, 2½ cts. Strictly mail order advertising, 4 cts. a line; flat. Preferred position, 10 or 25 per cent extra. Classified, 1 cent a word. Reading notices, 20 cts.; leaded 40 cts. a line. Semi-weekly rates, same as daily.

UTICA—Population 74,419. On Erie Canal and 6 R. R. Distributing center for an excellent agricultural section in which hop growing and dairying is an important industry; also has furnace and boiler foundries, woolen and cotton mills, steam engines, cement products, machinery, tools, belting, firearms, automobile parts, metal beds, cutlery and office furniture manufactures. Utica State Hospital and State Masonic Home located here. Annual value of manufactured products \$31,199,000.00.

DAUGHTERS OF ISABELLA HERALD—Monthly. Fraternal. Established 1904. National Order of Daughters of Isabella, publishers. Subscription, 25 cts.; circulation—not given by publisher; 20 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 5th of current month.

Advertising rates, \$2.20 an inch; ¼ page, \$10; ½ page, \$19; ¾ page, \$27.50; one

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page, \$50. Discount of 2½, 5 and 10 per cent on 3, 6 and 12 months, respectively. Classified, ½ inch (minimum space), one time, \$1.50.

DRYCH—Every Thursday. Welsh-Independent - Republican. Established 1851. Thomas J. Griffiths, publisher. Subscription, \$2; claimed average circulation for year 1913, 10,000; 8 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; 2 in., \$1.75; 3 in., \$2.50; 4 in., \$3.25; 5 in., \$4; 6 in., \$4.75; 7 in., \$5.50; 8 in., \$6.25; 9 in., \$7; 10 in., \$7.75; 11 in., \$8.50; 12 in., \$9; 1 column, \$14, with discounts on time contracts. Reading notices, 15 cts. a line.

HERALD-DISPATCH—Every evening except Sunday. Republican. Established 1847. Utica Tribune Co., publishers. Subscription, \$3; circulation—not given by publisher; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, Hotel and Liberty Streets.

Advertising rates, 7 cts. a line; 2 times, or 350 lines, 6½ cts.; 900 lines, 6 cts.; 1,050 lines, 5½ cts.; 6 times, 4¾ cts.; 26 times, 3¾ cts.; 52 times, 3¼ cts.; 14,000 lines or 104 times, 3 cts.; 156 times, 2¾ cts.; 310 times, 2 cts. a line. Reading notices, 15, 20 and 25 cts. a line. Classified, 1 cent per word.

OBSERVER—Every evening except Sunday, and **SEMI-WEEKLY**. Wednesdays and Saturdays. Democratic. Established 1842. E. P. Bailey & Co., publishers. Subscription, daily, \$3; semi-weekly, \$1; sworn average circulation for six months ending March 31, 1914, 19,304*; semi-weekly, circulation—not given by publisher; daily, 12 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, Broad and Franklin Streets.

Advertising rates, daily, agate, 6 cts. a line; 1,000 lines, within one year, 5½ cts.; 2,000 lines, 5 cts.; 3,000 lines, 4½ cts.; 5,000 lines, 4 cts.; 10,000 lines, 3 cts. a line; preferred position, 10, 25 and 50% extra. Double column advertisements must be at least 2 in. deep. Reading notices, 15 cts. a line; 500 lines, 12½ cts.; 1,000 lines, 10 cts. a line; telegraphic, 30 cts. a count line. Classified, 5 cts. for first, 4 cts. for second and 3 cts. a line for each subsequent insertion. Semi-weekly, ½ of daily rates.

PRESS—Every morning except Sunday, and **SEMI-WEEKLY**. Tuesdays and Fridays. Independent. Established 1882. The Utica Daily Press Co., publishers. Subscription, daily, \$6; semi-weekly, \$1; claimed average circulation for year ending April 30, 1914, daily, 18,189; semi-weekly, 5,000; 8 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 110-112 Main Street.

The temple of silence is the monument to an unadvertised business.

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Advertising rates, agate, daily, 7 cts. a line; one week, 6 cts.; one month, 4½ cts.; three months, 3½ cts.; six months and over, 3½ cts. a line. Open space, within one year, 250 lines, 6½ cts.; 500 lines, 6 cts.; 1,000 lines, 5½ cts.; 2,000 lines, 5 cts.; 3,000 lines, 4½ cts.; 5,000 lines, 4 cts.; 10,000 lines, or more, 3½ cts. a line. Special position, 15 and 25 per cent extra. Classified, 1 cent a word. Reading notices, 20 and 30 cts. a count line. Semi-weekly, 7 cts. a line; 4 times, 6 cts.; 8 times, 5 cts.; 26 times, 4 cts.; 52 times, 3 cts.; 104 times, 2 cts. a line per time. Reading notices, 15 and 20 cts. a line.

SATURDAY GLOBE—Every Saturday. Independent. Established 1881. William T. Baker, publisher. Subscription, \$2; sworn detailed average circulation for year 1913, 100,101*; 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Forms close one week in advance.

Advertising rates, agate, 30 cts. a line, flat. Reading notices, \$1 a count line.

See advertisement on page 487.

WALTON—Population 3,103. Located on Delaware River and New York, Ont. & Western Ry. Principal industries are: Children's carriage and top, piano and shirt factories; iron casting foundries; leather works and milk product plant.

REPORTER—Every Saturday. Democratic. Established 1881. Reporter Co., publishers. Subscription, \$1; sworn average circulation for year 1913, 7,559*; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates upon application.

WATERTOWN—Population 26,730. On Black River and N. Y. Central and Hudson R. Ry. In the center of fine agricultural region with extensive dairying interests. Has fine water power; industries include the manufacture of flour and cereal food product; paper and wool pulp, paper and pulp mill machinery, plows, spirit levels, pumps, air brakes, knit underwear, labor saving devices for textile machinery, plumbers supplies, kid gloves, engine governors, marine gasoline motors, electrical machinery, railroad safety appliances, coin cards, grape fruit products; thermometers, vices; also silk, satin and marble works.

I. O. O. F. LODGE RECORD—Monthly. Established 1893. A. B. Parker, publisher. Subscription, \$1; claimed average circulation for year 1913, 10,000; 20 pages, 4 columns; length of columns, 13 in.; width, 2¼ and 3 in.

Advertising rates, agate, 8 cts. a line.

STANDARD—Every evening except Sunday. Republican. Established 1894. The Standard Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending March 31, 1914, 10,267* net

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paid; 8 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; 100 in., 35 cts.; 250 in., 30 cts.; 500 in., 25 cts.; 1,000 in., 20 cts. an inch. Guaranteed position, 50% extra. Reading notices, solid brevier, 20 cts. a line, first insertion; 10 cts. subsequent insertions; 2,000 lines within one year, 5 cts. a line. Classified (minimum 15 cts.), 1c. per word first insertion; ½c. each subsequent insertion.

TIMES—Every evening except Sunday and holidays. Republican. Established 1861. The Brockway Co., publishers. Subscription, \$6; sworn detailed average circulation for six months prior to April, 1914, 13,414* net paid; 10 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in.

Advertising rates, 4½ cts. a line; 350 lines, within one year, 2½ cts.; 1,000 lines or more, 2 cts. a line. Preferred position, 25% extra. Classified (minimum 15 cts.), 1c. per word first time; ½c. each subsequent insertion. Reading notices, 20 cts. a count line, first time; 10 cts. a line subsequent insertions.

WATERVILLE—Population 1,410. D. L. & W. Ry. Hop raising very extensively carried on; industries also include canned goods and manufacture of hosiery, hop presses and stoves.

POULTRY WEEKLY—Every Saturday. Poultry. Established 1906. United Poultry Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 32 to 128 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, agate, 1c. a line for every 2,500 proven circulation.

WAVERLY—Population 4,855. Two R. R. Shipping center of an excellent dairying and grain raising region. Industries include car wheel works, planing and flour mills, cigar, butter package and furniture factories; corrugated elbow factory and paint mills.

FREE PRESS AND TIOGA COUNTY RECORD—Every Friday. Republican. Established 1867. Bryan L. Winters, editor and publisher. Claimed average circulation, net paid for year 1913, 4,127; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 20 cts. an inch.

WOODHAVEN—Population 20,000. Located twelve miles from Brooklyn on the Long Island Railroad. Many beautiful residences of New York City and Brooklyn business men are located here.

LEADER-OBSERVER—Every Thursday. Local. Established 1906. Alfred J. Ball, editor and publisher. Subscription, 50 cts.; claimed average circulation for year 1913,

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6,600 net paid; 8 pages, 7 columns; length of columns, $19\frac{1}{2}$ in.; width, $2\frac{1}{8}$ in. Can not use matrices. Office. 1133 Jamaica Ave.

Advertising rates, 60 cts. an inch; 4 weeks, 45 cts.; 3 months, 40 cts.; 6 months, 35 cts.; one year, 30 cts. an inch each insertion. Readers, front page, 10 cts. a line; inside pages, 7 cts. a line.

YONKERS—Population 79,803. On Hudson River and H. R. Ry. 15 miles distant from New York City. Industries include sugar houses, rubber works, carpet mills, machine shops, hat and electric supplies factory; elevator and electric motor works.

HERALD—Every evening except Sunday. Democratic. Established 1864. A. P. Xavier, publisher. Subscription, \$3; circulation—not given by publisher; 8 pages, 7 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{8}$ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; one week consecutively, 6 cts.; one month, 4 cts.; three months, $3\frac{1}{4}$ cts.; six months, $2\frac{3}{4}$ cts.; one year, 2 cts. a line per time. Open space, used within one year, 500 lines, 6 cts.; 1,000 lines, 5 cts.; 2,000 lines, $4\frac{1}{2}$ cts.; 3,000 lines, 4 cts.; 5,000 lines, or more, 3 cts. a line. Preferred position extra. Reading no

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tices, 20 cts. a line on contract for 500 lines Classified, 1 cent a word.

NEWS—Every evening except Sunday. Republican. Established 1907. Nepperhan Printing & Publishing Co., publishers. Subscription, \$3; claimed average circulation for 1913, 5,882; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{8}$ in. Can use matrices.

Advertising rates, 75 cts. an inch; 26 times, or 25 in., within one year, 50 cts.; 50 in., 40 cts.; 52 times, 35 cts.; 100 in., 30 cts.; 78 times, or 250 in., 25 cts.; 156 times, or 500 in., 20 cts. an inch; 234 times, or 750 in., 18 cts. an inch. Composition, 4 cts. an inch additional; preferred position, extra. Classified, 1c. a word; by the week, 4 cts.; by the month, 12 cts. Reading notices, 20 cts. a line.

STATESMAN—Every evening except Sunday. Republican. Established 1883. Yonkers Publishing Co., publishers. Subscription, \$3; claimed average circulation for 1913, 5,000; 6 to 10 pages, 7 columns; length of columns, $19\frac{1}{2}$ in.; width, $2\frac{1}{8}$ in. Can use matrices.

Advertising rates, 75 cts. an inch, with discount for time and space.

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ASHBORO—Population 1,865. Two R. R. District very rich in copper, gold and iron; industries include roller, grist, steam saw and lumber mills; cotton and bobbin, hosiery, furniture, carriage, wheelbarrow, chair factories and machine shops.

COURIER—Every Thursday. Democratic. Established 1875. W. C. Hammer, publisher. Subscription, \$1; claimed average circulation for 1913, 5,500; 8 to 12 pages, 6 columns; length of columns, $23\frac{1}{4}$ in.; width, $2\frac{1}{8}$ in.

Advertising rates, 25 cts. an inch. Reading notices, 10 cts. a line.

ASHEVILLE—Population 18,762; tourist, estimated, 10,000. Located "In the Land of the Sky" region, Blue Ridge Mountains of Western North Carolina; on the Southern Railroad and is the center of an excellent farming district and enjoys a most excellent reputation as a winter and summer resort. Industries include quilt and cotton mills; box and furniture factories; sewer pipe and other plants; tannery; foundry and machine shops. Has 38 miles of paved streets. Here is located "Baltimore," the country estate of George W. Vanderbilt, comprising 132,000 acres. Also the most unique and finest tourist hotel in the world is located here.

CITIZEN—Every morning including SUNDAY. Democratic. Established 1868. The Citizen Company, publishers. Subscription, \$7.50; sworn detailed average circulation for first six months 1914, daily, 9,486* net paid; Sunday, 7,398* net paid; 8 to 32 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{8}$ in.

Advertising rates, 25 cts. an inch; preferred position, 10 and 25 per cent extra. Reading notices, 10 cts. per count line. Classified, 1 cent a word.

GAZETTE-NEWS—Every evening except Sunday. Independent. Established 1896. Evening News Publishing Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 4,154* net paid; 8 to 16 pages, 7 columns; length of columns, $20\frac{1}{2}$ in.; width, $2\frac{1}{8}$ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in., 25 cts.; 500 in., 20 cts.; 1,000 in. or more, 15 cts. an inch; preferred position, 25 per cent extra. Classified, 25 words or less, 25 cts. Reading notices, 10 cts. a line.

CHARLOTTE—Population 34,014. On the Southern, Norfolk Southern, Piedmont and Northern and the Seaboard Air Line Railroads. Distributing points for most exten-

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sive cotton manufacturing territory; has excellent water and electric power; industries also include the manufacture of mining machinery, farming implements, cotton-seed oil, carriages and tobacco machinery. Annual value of manufactured products, \$10,460,000.00.

MILL NEWS—Every Thursday. Southern Textile and Trade. Established 1899. Mill News Printing Co. (Inc.), publishers. Subscription, \$1; claimed average circulation for 1913, 6,000; 8 pages, 6 columns; length of columns, 9½ in.; width, 2½ in.

Advertising rates, 40 cts. an inch; yearly rate, \$15 an inch; first page, \$20. Classified, 1 cent a word.

NEWS—Every evening and **SUNDAY MORNING**, also **SEMI-WEEKLY TIMES-DEMOCRAT**. Mondays and Thursdays. Democratic. Established 1888. W. C. Dowd, publisher. Subscription, daily and Sunday, \$6; semi-weekly, \$1; sworn average circulation for six months ending March 31, 1914, daily, 8,033*; Sunday, 6,334*; semi-weekly, 6,099; daily, 10 to 30 pages; semi-weekly, 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, Sunday or semi-weekly, 50 cts. an inch; 20 in., within one year, 40 cts.; 100 in., 35 cts.; 250 in., 30 cts.; 500 in., 28 cts. an inch; preferred position, 10 in. and 25% extra. Classified, 1c. per word. Reading notices, 10 cts. a line.

OBSERVER—Every morning, including **SUNDAY**. **SEMI-WEEKLY**. Tuesdays and Fridays. Independent Democratic. Established 1869. The Observer Co., publishers. Subscription, \$8; semi-weekly, \$1; sworn average circulation for six months prior to April, 1914, daily, 10,838* net paid; Sunday, 16,152* net paid; semi-weekly, circulation—not given by publisher; daily and Sunday, 10 to 40 pages; semi-weekly, 8 to 16 pages, either edition, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 98 cts.; full position, \$1.18 an inch; 100 in., on yearly contract, 77 or 92 cts.; 200 in., 70 or 84 cts.; 300 in., 56 or 67 cts.; 400 in., 45½ or 54½ cts.; 500 in. or more, 35 or 42 cts. an inch. Reading notices, 20 cts. a line. Classified, Observer, 10 cts. a line. Semi-weekly, display, 2 cts. a line, flat.

PPESBYTERIAN STANDARD—Every Wednesday. Presbyterian. Established 1858. Presbyterian Standard Publishing Co., publishers. Subscription, \$2; sworn average circulation for 1913, 5,350; 32 pages, 3 columns; length of columns, 11 in.; width, 2 2/7 in.

Advertising rates, 54 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200, or 500 in. space.

SOUTHERN POULTRY REVIEW—Monthly (1st). Poultry. Established 1909. Southern Poultry Review Publishing Co., publishers.

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Subscription, 50 cts.; claimed average circulation for year 1913, 5,000; 16 pages, 4 columns, length of columns 10½ in.; width, 2½ in. Can not use matrices. Forms close 25th of month preceding.

Advertising rates, \$1 an inch; on yearly contract 3 in., 95 cts.; 6 in., 90 cts.; 9 in., 85 cts.; 12 in., 80 cts.; 24 in., 75 cts.; 36 in., 70 cts.; 48 in., 65 cts.; 72 in., 60 cts. an in. Reading notices, 10 cts. a line.

STAR OF ZION—Every Thursday. African M. E. Zion. Established 1876. A. M. E. Zion Publishing House, publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 8 to 10 pages, 5 columns, length of columns, 18 in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an in.; 4 times, 30 cts.; 13 times, 29 cts.; 26 times, 22 cts.; 52 times, 20 cts. an in., with a discount on plate matter. Reading notices, 15 cts. a line; 4 times, 12 cts.; 13 times, 11½ cts.; 26 times, 8½ cts. a line.

TIMES-DEMOCRAT. See News.

DURHAM—Population 18,241. Seven railroads. Has a most extensive trade in the manufacture of and shipment of tobacco; here are located perhaps the largest tobacco factories in the world; industries also include hosiery and cotton mills; also plant for the manufacture of tobacco bags and pouches; weekly payroll of \$70,000.00. Seat of Trinity College. Annual value of manufactured products, \$30,000,000.00. Bank clearings during 1913, \$86,000,000.00.

HERALD—Every morning except Monday. Independent. Established 1894. King & Rollin editors and publishers. Subscription, \$2.60; sworn average circulation for six months prior to April, 1914, 4,976* net paid; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 29 cts. an inch; 100 in. on yearly contract, 28 cts.; 200 in., 26 cts.; 300 in., 25 cts.; 400 in., 24 cts.; 500 in., 20 cts.; 1,000 in. or more, 18 cts. an inch. Classified, 1c. per word.

SUN—Every evening except Sunday, and **SUNDAY MORNING**. Democratic. Established 1889. Durham Sun Publishing Co., publishers. Subscription, \$5; claimed average circulation for 1913, 5,070; 8 to 16 pages, 7 columns; length of columns, 2½ in.; width, 2½ in. Can use matrices.

Advertising rates, 16 cts. an inch; next reading, 18 cts.; full position, 20 cts. Classified, 1 cent per word. Reading notices, 10 cts. a count line.

FORK—Population 300. Located four miles from Southern Railway. Principal industries are Agricultural, publishing and merchandising pursuits.

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HORNET — Fortnightly (Wednesday). Democratic. Established 1903. W. Henry Davis editor and publisher. Subscription, 35 cts.; claimed average circulation for year 1913, 13,000; 4 pages, 5 columns; length of columns, 16 in.; width, 1 13/14 in. Can not use matrices.

Advertising rates, agate, 10 cts. a line, flat.

GOLDSBORO — Population 6,107. Distributing point for excellent agricultural section; industries include lumber, cotton, cottonseed oil, rice, mills; agricultural and fertilizing works; carriage and machine shops and furniture factory. Bank clearings during 1913, \$65,000,000.00.

HEADLIGHT — Every Thursday. Independent Democratic. Established 1887. Arthur Roscower, publisher. Subscription, \$1; claimed average circulation for five months ending April 30, 1914, 6,850 net paid; 4 to 6 pages, 8 columns; length of columns, 23 3/4 in.; width, 2 1/2 in.

Advertising rates, 30 cts. an inch. Reading notices, 10 cts. a line. Discount on yearly contracts.

GREENSBORO — Population 15,895. On main line Southern Ry. 130 miles macadam roads running into city. Iron ore is found in near vicinity; industries include largest cotton mill in the South, one of the largest wood working machinery plants in U. S., leaf tobacco market, saw mill, sash, blind, spoke and handle works; tobacco, ice, furniture and canning factories and extensive nursery and hot house interests. Annual value of manufactured products, \$12,000,000.00. Bank clearings during 1913, \$23,734,711.46.

NEWS — Every morning. Independent. Established 1905. Greensboro News Publishing Co., publishers. Subscription, \$7; sworn average circulation for six months prior to April, 1914, daily, 8,687* net paid; Sunday, 10,100* net paid; 10 to 34 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, daily or Sunday, 28 cts. an inch; full position, 15% extra. Reading notices, 15 cts. a line; 10 cts. a line for continued insertions. Classified, 1 cent a word.

NORTH CAROLINA CHRISTIAN ADVOCATE — Every Thursday. Methodist Episcopal South. Established 1855. Board of Publication W. N. C. Conference, publishers. Subscription, \$1.50; sworn average circulation for year ending May, 1914, 7,300*; 16 pages, 4 columns; length of columns, 13 1/2 in.; width, 2 1/4 in.

Advertising rates, 73 cts. an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inches.

LEXINGTON — Population 4,163. Center of a district devoted to lumbering, mining and

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agriculture; gold, silver and zinc found in immediate vicinity; industries include chair and furniture factories; foundry and machine shops; flour mills; cotton spinning and weaving mills.

DISPATCH — Every Wednesday. Democratic. Established 1882. H. B. Varner, publisher. Subscription, \$1; claimed average circulation for year 1913, 10,000; 8 to 12 pages, 7 columns; length of columns, 19 3/4 in.; width, 2 1/2 in.

Advertising rates, 40 cts. an inch, flat.

SOUTHERN GOOD ROADS — Monthly. (15th). Streets and Roads. Established 1910. Southern Good Roads Publishing Co., publishers. Subscription, \$1; detailed average circulation for year 1913, 9,893*; 36 pages, 2 columns; length of columns, 10 in.; width, 3 1/2 in. Forms close 5th of each month.

Advertising rates, 1/2 page, \$10; 1/4 page, \$17.50; 1/8 page, \$30; one page, \$55. Discount on 3 or more insertions. Classified, 2 cts. a word.

MORAVIAN FALLS — Population 150. 5 miles distant from Wilkesboro, nearest railroad town. Devoted to farming exclusively.

FOOL KILLER — Monthly (1st). Near Socialist. Established 1910. J. L. Pearson publisher. Subscription, 25 cts.; sworn average circulation for year 1913, 24,000*; 4 pages, 4 columns; length of columns, 13 in.; width, 2 1/4 in. Can use matrices. Forms close 20th of month preceding.

Advertising rates, agate, 12 1/2 cts. per line; full page (728 lines), \$91.

YELLOW JACKET (The) — Fortnightly. Thursdays. Republican. Established 1895. R. Don. Laws, editor and publisher. Subscription, 25 cts.; guaranteed average circulation for year 1914-15, 250,000; 4 pages, 5 columns; length of columns, 17 6/7 in.; width, 2 1/2 in. Can use matrices. Forms close 20th of preceding month.

Advertising rates, agate, 60 cts. a line. Reading notices, 45 cts. a line.

See advertisement on page 458.

OXFORD — Population 3,018. 2 railroads. Extensive trade in tobacco and cotton products; has buggy and furniture factories; cotton mills and leaf tobacco warehouses.

ORPHANS FRIEND AND MASONIC JOURNAL — Every Friday. Masonic and Family. Established 1875. Oxford Orphan Asylum, publishers. Subscription, \$1; claimed average circulation, for year ending June, 1914, 10,860; 8 pages, 4 columns; length of columns, 14 1/2 in.; width, 2 1/2 in. Cannot use matrices.

Advertising rates, 85 cts. an inch.

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RALEIGH—Population 19,218. Within radius of seventy-five miles over 830,000 people. Four railroads with one hundred trains daily. Distributing center for a wide territory which covers an extensive cotton and tobacco trade; industries include 67 factories, boiler, structural iron, plow and casting and fertilizer works, carriage shops; cottonseed oil and cotton mills; State House, State Penitentiary and nine other State Institutions located here. Annual value of manufactured products, \$3,000,000.00.

BIBLICAL RECORDER—Every Wednesday. Baptist. Established 1833. Incorporated 1901. Biblical Recorder Co., publishers. Subscription, \$1.50; sworn average circulation for year ending May, 1914, 14,044*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, \$1.40 an inch; with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

CAROLINA FARMER—Every Thursday. Agricultural. Established 1909. The Carolina Farmer (Inc.), publishers. Subscription, 50 cts.; sworn claimed average circulation for June and July, 1914, 12,069; 16 to 20 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, 7½ cts. a line, with discount of 10, 15 or 20% on 500, 1,000 or 2,500 lines space.

CHRISTIAN ADVOCATE—Every Thursday. Methodist. Established 1855. Raleigh Advocate Co., publishers. L. S. Massey, editor. Subscription, \$1.50; sworn average circulation for six months ending April 30, 1914, 7,800; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in.

Advertising rates, agate, 78 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

FARMER AND MECHANIC—Every Tuesday. Agricultural. Established 1877. News & Observer Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, exceeding 13,000; 16 to 24 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Can use matrices.

Advertising rates, 49 cts. an inch; preferred position, 25 per cent extra. Classified, 10 cts. per count line.

NEWS AND OBSERVER—Every morning including SUNDAY and WEEKLY. Thursdays. Democratic. Established 1871. The News and Observer Publishing Co., publishers. Josephus Daniels, editor. Subscription, \$6; weekly, \$1; claimed average circulation, daily, for year 1913, 19,388 net; weekly, exceeding 12,000; daily, 16 to 24 pages, 7 columns; weekly, 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, agate, 8 cts. a line; 13 times or 980 lines, 6 cts.; 26 times or

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1,960 lines, 5 cts.; 52 times or 2,800 lines, 4½ cts.; 104 times or 4,900 lines, 3½ cts.; 156 times or 7,000 lines, 3 cts. a line. Mail order, schools and resorts, 4 cts. a line. Preferred position, 10, 25 or 50% extra. Classified, 10 cts. a line. Reading notices, display head, 15 cts.; cut-off rule, news head, 20 cts.; regular, 50 cts.; telegraphic, 75 cts. a line. Weekly, display, 42 cts. an inch, flat.

PROGRESSIVE FARMER. See Birmingham, Ala.

TIMES—Every evening, except Sunday. Democratic. Established 1876. John A. Park, publisher. Subscription, \$5; sworn average circulation for year 1913, 5,400; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, 40 cts. an inch, flat. Classified, 1c. per word.

See advertisement on page 487.

SHELBY—Population 3,127. On Lawndale; Southern; and Seaboard Air Line Railroads. An extensive shipping trade in cotton. Other industries are: Roller cotton and cotton seed oil mills, sash, door and blind factory, foundry and iron works. Annual income from the various industries estimated, \$2,000,000.00. Bank clearings during 1913 estimated, \$12,000,000.00.

HIGHLANDER—Semi-Weekly (Tuesday and Friday). Independent. Established 1910. Highlander Pub. Co. Inc., publishers. Subscription, \$150; sworn average circulation for six months ending June, 1914, 4,500* net; 8 pages, 6 columns, length of columns, 19¼ in.; width, 2½ in. Can not use matrices.

Advertising rates, 20 cts. an in.; next to reading 10% or full position, 20% extra. Composition, 5 cts. an inch additional. Reading notices, 10 cts. a line. Classified, 1c. per word.

THOMASVILLE—Population 3,877. 2 rail roads. Industries include wagon, wood, spoke, handle and furniture factories and machine shops.

CHARITY AND CHILDREN—Every Thursday. Religious, Institutional. Established 1887. Thomasville Baptist Orphanage, publishers. Subscription, \$1; sworn average circulation for year ending April 30, 1913, 16,247*; 4 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, \$1.63 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

WILMINGTON—Population 25,758. Known as "Gateway Port." On Cape Fear River with steamboat line to New York and six separate railroad routes reaching all trade centers of the continent. The largest commercial city in the State with vast export trade in cotton and lumber; has saw and planing mills; foundry and machine shops;

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sash, door, fertilizer and cotton factories; turpentine distilleries; rice and grist mills. Annual value of manufactured products, \$29,885,269.90. Bank clearings during 1913, \$57,324,234.00.

STAR—Every morning including SUNDAY. Democratic. Established 1867. Wilmington Star Co., publishers. Subscription, daily, \$6; sworn average circulation for six months prior to April, 1914, daily and Sunday, 4,690* net paid; daily, 8 to 10 pages; Sunday, 12 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in., 25 cts.; 200 in., 22 cts.; 300 in., 20 cts.; 500 in. or more, 17 cts. an inch. Composition, 5 cts an inch additional. Preferred position, 15 and 25% extra. Reading notices, 10 cts. a line. Classified, 1c. per word.

WINSTON-SALEM—Population 22,700. 4 R. R. A most extensive trade in the manufacture of tobacco goods, approximating \$38,000,000.00 annually, and is claimed to be the second largest loose leaf tobacco market in the world; likewise has factories for the manufacture of awnings, gloves, suspenders, paper and wooden boxes, bricks and tile, cabinets and show-cases, coffins and caskets, drugs, foundries and machine shops, fertilizers, furniture, furnace ore, harness, humidifiers and vending machines, hats, monuments, mirrors, poultry and stock foods, pumps and well fixtures, grain products, flour, cotton yarns, cotton goods, hosiery, underwear, chewing and grain fields of the world. Printing and smoking tobacco and cigarettes, veneer, baskets and crates, wagons and carriages, woolen blankets, wood-working machinery, planing and saw mills; flour and cotton mills. Total investment in manufacturing plants, \$20,000,000.00. Annual value of manufactured products, \$40,000,000.00.

OUR RURAL HOME AND CARRIERS' MESSENGER—Monthly (15th). Postal and agricultural. Established 1901. J. Hampton Rich, publisher. Subscription, 50 cts.; claimed

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average circulation for 1913, 23,400; 16 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Can use matrices. Forms close 15th of each month.

Advertising rates, agate, 10 cts. a line; wholly surrounded by reading matter, 10 per cent extra.

PIEDMONT INDUSTRIES—Monthly. Also a weekly report to contractors. Industrial. Established 1909. Piedmont Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 6,500; 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 15th of each month.

Advertising rates in monthly edition only, full page, \$35; ½ page, \$20; ¼ page, \$10.

TWIN CITY SENTINEL. See Western Sentinel.

UNION REPUBLICAN—Every Thursday. Republican. Established 1872. Union Republican Publishing Co., publishers. Subscription, \$1; sworn average circulation for year ending May, 1914, 12,000*; 8 to 12 pages, 7 columns; length of columns, 19½ in.; width, 2½ in.

Advertising rates, 50 cts. an inch, flat. Classified, and reading notices, 10 cts. a line.

WESTERN SENTINEL (The)—Semi-Weekly (Tuesdays and Fridays). Also **TWIN CITY SENTINEL (The)**—Every evening except Sunday. Democratic. Established, semi-weekly, 1856 and daily 1886. Subscription, semi-weekly, \$1; daily, \$5; sworn average circulation for six month ending June 30, 1914, semi-weekly, 7,316* and daily, 5,114*; 8 to 15 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 50 cts. for first insertion, 25 cts. an inch for subsequent insertions; 200 in. or more, 15 cts.; full position or last page, 20 cts. an inch. Semi-Weekly, 20 cts. an inch. Composition, daily or weekly, 5 cts. an inch additional. Reading notices, daily or semi-weekly, nonpareil, 5 cts. a line; brevier, 10 cts. a line. Classified, 1c. per word.



NORTH DAKOTA

BISMARCK—Population 5,443. The State Capitol. Located on Missouri River. Northern Pacific (Main line and four branches), and the Minneapolis, St. Paul & Sault Ste. Marie (Soo Line) Railway Systems. In the center of, and is the supply center of one of the greatest farming and grain fields district of the world. Principal industries are diversified farming, dairying, live stock raising and growth of wheat, oats, corn, rye, vegetables and general agricultural farming; candy and cigar factories; creamery, bottling, cement block, sash and mill works, and marble and stone works, and nursery.

TRIBUNE—Every morning except Monday, including SUNDAY. Republican. Established 1873. Bismarck Tribune Company, publishers. Subscription, \$6; sworn detailed average circulation for nine months ending April, 1914, daily and Sunday, 6,046* net; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; next to reading, 22 cts.; full position, 24 cts. an inch. Reading matter, 10 cts. a line; 500 lines, contract, 7 cts. a line.

STAATS-ANZEIGER—Every Thursday. German-Democratic. Established 1906. Bismarck Printing Co., publishers. Subscription, \$1.50; sworn detailed average circulation for first three months of 1914, 6,108* net paid; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 32 cts. an inch. Translation and composition, 8 cts. an inch additional on first insertion of copy. Plate matter (German only), 24 cts. an inch. On yearly contract of 2,000 or more inches set matter, 28 cts.; plate matter, 20 cts. an inch. Preferred position, 10% extra.

FARGO—Population 14,341. On Red River, 242 miles west of Minneapolis on Northern Pacific, Great Northern and Chicago, Milwaukee and St. Paul Railroads. Largest distributing point for farm machinery in the U. S. Flour knitting mills; bedspring, corset and trunk factories; sash and door shops; office fixtures, bottling, harness and collar works; foundries, and a varied line of industries including several large wholesale and distributing houses for groceries, produce, etc. Rapidly becoming large center for dairy products. State Agricultural College, Fargo College, Fargo Conservatory of Music, Dakota Conservatory of Music, Oak Grove Seminary and other schools. Value of products manufactured, jobbed and sold at wholesale, over \$12,000,000.

CO-OPERATORS' HERALD—Every Friday. Agricultural. Established 1913. Co-Operative Publishing Co., publishers. Sub-

scription, \$1.50; claimed average circulation for six months ending July, 1914, 9,280; 8 to 12 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line, flat.

COURIER-NEWS—Every morning including SUNDAY. Independent. Established 1882. A. Y. More, publisher. Subscription, \$4; sworn average circulation for year ending March 31, 1914, daily, 10,280* net paid; Sunday, 12,600; daily, 8 to 16 pages; Sunday, 16 to 24 pages; 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 250 lines or less, 4 cts. a line; 1,399 lines or less, 3½ cts.; 1,400 lines or more, 3 cts. a line. Preferred position, 25% extra. Reading notices, 25 cts. a line; telegraphic readers, 35 cts. a line; local readers, 15 cts. a line. Classified, 1c. per word.

FORUM AND REPUBLICAN—Every evening except Sunday, and WEEKLY, Fridays. Republican. Established 1878. The Forum Publishing Co., publishers. Subscription, daily, \$4; weekly, \$1; sworn average circulation for six months prior to April, 1914, daily, 11,300* net paid; weekly, 5,500; daily, 10 to 24 pages; weekly, 12 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, daily, 35 cts. an inch; preferred positions, 10 and 20 per cent extra. Classified, 1 cent a word, first time; ½ cent each subsequent consecutive insertion. Reading notices, 15 cts. a line; telegraphic readers, 35 cts. a line. Weekly rates on application.

FRAM—Every Thursday. Norwegian-Danish. Independent. Established 1878. The New Fram Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,860 net; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 35 cts. an inch.

NATIONAL GRAIN GROWER—Monthly (10th). Agricultural. Established 1910. The National Grain Grower Co., publishers. Subscription, \$1; detailed average circulation for first six months 1914, 30,064*; 16 to 24 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close 1st.

Advertising rates, agate, 20 cts. a line, flat.

GRAND FORKS—Population 12,478. On Red River and 2 railroads. Distributing point for northern half of State; an exclusive agricultural region. Industries include sash and door factories; woolen,

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flour and saw mills; bottling, trunk factories, building brick and road machine works; flax pulp mill. State University of N. D. and Wesley College are located here. Total value of manufactured products, 1,807,030.74. Bank clearings during year 1911, \$29,077,600.00.

NORMANDEN—Every Wednesday. Norwegian-Danish. Progressive. Established 1886. Normanden Publishing Co., publishers. Subscription, \$1; claimed average circulation for first six months 1914, 8,091; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 42 cts. an inch; next reading, 45 cts.; top column and next reading, 50 cts. Composition, 5 cts. an inch extra. Reading notices, 10 cts. a count line.

HERALD—Every evening except Sunday, and every morning except Monday. Republican. Established 1879. Times-Herald Publishing Co. (Inc.), publishers. Subscription, morning, evening and Sunday, \$6; sworn average circulation for six months ending March 31, 1914, 18,613* net paid; 8 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 250 lines 5½ cts.; 1,400 lines or more, 5 cts. a line. Preferred position, 25, 33½ or 50% extra. Reading notices, 20 cts. a line. Classified, 1c. per word.

LISBON—Population 1,758. In the center of cattle raising and wheat growing terri-

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tory; has creamery, foundry and flour mills. Beautiful "Idlewild Park" is located here.

NORTH DAKOTA FARMER—Monthly (15th). Agricultural. Established 1899. W. G. Crocker, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 6,000; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 5th. Advertising rates, agate, 4 cts. a line. Classified, 1 cent a word.

ROTARY—Monthly (1st). Juvenile. Established 1897. W. G. Vrocker, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 8,350; 36 pages, 2 columns; length of columns, 7 in.; width, 2½ in.

Advertising rates, 5 cts. a line.

MINOT—Population 6,188. 2 railroads. Distributing point for agricultural section, with large annual shipments of coal and grain.

OPTIC—Every morning except Sunday, and **WEEKLY** (Friday). Republican. Established 1898. Franklin Kauffman, editor and publisher. Subscription, daily, \$4; weekly, \$1; claimed average circulation for year 1913, daily, 4,150; weekly, exceeding 5,000; 4 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch, flat. Reading notices, brevier, 10 cts. a line; black face, 12 cts.; black face caps, 15 cts. a line. Classified, 1 cent per word.

OHIO

AKRON—Population 69,067. 4 railroads. In the center of excellent fruit and truck growing section; coal also in vicinity; claimed to be the largest rubber manufacturing center in the world; other industries include the manufacture of automobiles, automobile tires and all kinds of rubber goods, clay products, farming implements, cereal foods, iron castings, cutlery, stoves, machinery, matches, fishing tackle, linoleums, or a total of 144 factories, with an aggregate capital of \$150,000,000.00; giving employment to approximately 36,000 people. University of Akron located here. Bank clearings during the year 1913, \$96,200,000.00.

BEACON-JOURNAL—Every evening except Sunday. Republican. Established 1839. The Beacon Journal Co., publishers. Subscription, \$3; sworn detailed average circulation for six months ending March 31, 1914, 20,255* net paid; 10 to 32 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line, flat; preferred position, 3½ cts. a line. Classified, 1c. a word. Reading notice, body type, 15 cts. a line; telegraphic readers, 25 cts. a line.

PRESS—Every evening except Sunday. Independent. Established 1893. The Scripps Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 16,937* net paid; 8 to 12 pages, 8 columns; length of columns, 20 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 3 cts. a line; full position, 3½ cts.; 2,500 lines, within one year, 2½ cts.; full position, 3¼ cts.; 5,000 lines, or not less than 6 in. per week for 52 consecutive weeks, 2½ cts. a line; full position, 3 cts. Classified, ½ cent per word; following pure reading, 15 cts. a line. Reports, publishers, schools and colleges, 2½ cts. a line.

TIMES—Every evening except Sunday. Independent Democratic. Established 1867.

OHIO

Akron Democrat Co., publishers. Subscription, \$8; sworn detailed average circulation for year 1913, 14,621* net paid; 10 to 24 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, agate, 40 cts. an inch; on contract, 28 cts., flat; next to reading, 30 cts.; full position, 35 cts. an inch. Classified, 1 cent per word. Reading notices, 15 cts. a line; telegraphic, 30 cts. a line.

ASHTABULA—Population 18,266. Four railroads. Center of fine agricultural and dairying district. Shipyard and dry-dock. Extensive coal and ore docks; other industries include car repair shops; tanneries; box factory; worsted mills and tool works; 1,307 employed in manufacturing. Annual value of manufactured products, \$3,505,500.00.

BEACON—Every evening except Sunday. Republican. Established 1888. Ashtabula Printing Co., publishers. Subscription, \$5.20; sworn average circulation for six months prior to April, 1914, 5,617* net paid; 8 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in.

Advertising rates, 30 cts. an inch; next to reading, 35 cts.; full position, 40 cts.; 51 in., 25, 30 or 40 cts.; 101 in., 15, 20 or 30 cts. an inch. Composition, 5 cts. an inch extra. Reading notices, 10 cts. a count line. Classified, 1 cent per word.

CAMBRIDGE—Population 11,327. Two railroads and two interurban lines. Coal mines in near vicinity, producing six million tons annually; also natural gas and oil wells; industries include fifteen manufacturing concerns with an annual payroll of \$1,050,000.00; clothing, wrench, furniture and earthenware factories; railroad and machine shops; tin and steel mills; chair factory, wood working shop and glass works. Annual value of manufactured products, \$15,500,000.00.

JEFFERSONIAN—Every evening except Sunday. Independent. Established 1832. The Jeffersonian Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 5,895* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 22 cts. an inch; on contract, 18 cts. an inch, flat. Specified position, 10 or 25% extra. Reading notices double display rates. Classified, 1c. per word; subsequent insertions, ½c. per word.

CANTON—Population 50,217. 3 railroads and three electric interurban lines. Coal mining extensively carried on; large trade in shipment of corn, oats, wheat; industries produce 1,058 distinct articles; watch works, flour mills and the manufacture of cutlery, safes, iron bridges, tin plate, heaters, soap, woollens, enameled ware, cutlery, gas and vapor lights, metal office

OHIO

furniture and steel roofings; 215 shops in all employing 13,000 people, on an annual payroll of \$8,000,000.00. Annual value of manufactured products, \$32,000,000.00. Bank clearings during 1913, \$80,000,000.00.

NEWS—Every evening and **SUNDAY MORNING**. Democratic. Established 1834. The Daily News Publishing Co., publishers. Subscription, \$4.08; sworn average circulation for first four months 1914, 11,260* net; 10 to 52 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 16 cts. an inch, flat. Preferred position, 25% extra. Reading notices, 20 cts. a line.

REPOSITORY—Every evening except Sunday. **SUNDAY MORNING**. Republican. Established 1815. Repository Printing Co., publishers. Subscription, daily and Sunday, \$5; sworn average circulation for six months ending March 31, 1914, daily and Sunday, 15,371* net paid; 8 to 56 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 42 cts. an inch; 100 in., within one year, 35 cts. an inch; 200 in., 30 cts.; 300 in., 25 cts.; 500 in., 21 cts. an inch. Classified, 5 lines or less, 25 cts.; 5 cts. for each additional line.

ROLLER MONTHLY—Monthly (1st). Humorous-Literary. Established 1885. The Roller Printing and Paper Co. (Inc.), publishers. Subscription, \$1; claimed average circulation for year 1913, 9,000; 64 pages, 1 column; length of column, 6 in.; width, 4 in. Cannot use matrices. Forms close 15th of month preceding.

Advertising rates, \$2 an inch; full page, \$24; ½, ¼ or ⅓ page, pro rata; three months, \$1.85 or \$22 a page; six months, \$1.70 or \$20 a page; 12 months, \$1.50 an inch or \$18 a page; full page (2 colors), \$36, \$33, \$30 or \$27 respectively for one, three, six or 12 insertions. Business notices on reading pages, \$1 a line.

TO-DAY'S MAGAZINE FOR WOMEN—Monthly (1st). Utilitarian Women's Magazine. Canton Magazine Co., publishers. Guaranteed average circulation for 1914-15, 800,000*, 95% paid; 48 pages and cover, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Forms close 10th of second preceding month.

Advertising rates, agate, \$3.50 a line; one page (800 lines), \$2,400; ½ page, \$1,300; ¼ page, \$650.

UNION REPORTER—Monthly. Labor. Established 1902. Union Reporter Co., publishers. Subscription, \$1; claimed circulation for year 1913, 12,900; 16 to 48 pages, 5 columns; length of columns, 16½ in.; width, 2¼ in.

Advertising rates on application.

OHIO

CAREY—Population 2,225. 3 railroads. Surrounded by a very fertile agricultural country; also natural gas; industries include cement and lumber works, flour mills, foundry; lime, lumber yards; porcelain factory and stone quarries.

POULTRY RECORD—Monthly. Poultry Raisers and Farmers. Established 1907. Charles E. Cram, publisher. Subscription, 25 cts.; claimed average circulation for year ending May, 1914, 18,000; 24 to 48 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, agate, 12 cts. a line. Preferred position, 20% extra.

CINCINNATI—Population, city proper 363,591. Has seven trunk railroads and about fifteen radiating railroad lines. Located on the Ohio River now being made an inland canal by the United States government. A great industrial center, having in the industrial district 2,827 factories, representing an invested capital of \$212,000,000, with total factory employees of 92,978 and a factory output of upwards of \$260,000,000 annually. Its leading industries are foundry and machine shop products, slaughtering and meat packing, boots and shoes, men's clothing, printing and other bakery products, furniture and wagons, lumber and timber products, bread and other bakery products, furniture and refrigerators, tobacco manufacturers, all of which have an output ranging from five million to twenty-six million dollars annually. It is also a very large center for the manufacture of copper, tin and sheet iron products, iron and steel products, women's clothing, street cars, printing ink, fertilizers, flour and grist mill products. Its principal institutions include the Art Museum, Music Hall, College of Music and several musical schools, Rookwood Pottery, The Zoological Gardens and Ft. Thomas. It is also the home of the Ohio Mechanics Institute, Art Academy, St. Xavier's College, Lane Theological Seminary and a number of other special schools. Post Office receipts two and a half million dollars; bank clearings annually one and one-third billions, bank deposits about a hundred and thirty millions, bank capital twenty millions. 250 churches.

ABEND-PRESSE—See Freie Presse; also See advertisement on page 522.

ADULT BIBLE CLASS MONTHLY—Religious. Established 1907. Methodist Book Concern, publishers. Subscription, 40 cts.; circulation not given by publisher; 32 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 6 weeks in advance.

Advertising rates, agate, 10 cts. a line; one page, \$25; ¼ and ½ pages pro rata.

OHIO

AMERICAN BUILDING ASSOCIATION NEWS—Monthly (15th.). Building Association. Established 1880. American Building Association News Co., publishers. Subscription, \$2; circulation not given by publisher; 52 pages, 2 columns; length of columns, 7 in.; width, 2 in. Can use matrices. Office, 15-27 Sixth Street.

Advertising rates, ½ page, per issue, on yearly contract, \$7.50; ¼ page, \$15; ¼ page, \$30; ½ page, \$55; one page, \$100.

AMERICAN HOME MISSIONARY—Monthly. Religious. Established 1895. American Christian Missionary Society, publishers. Subscription, 50 cts.; claimed average circulation, \$2; circulation not given by publisher; 52 pages, 2 columns; length of columns, 7 in.; width, 2 in. Can use matrices. Office, 15-27 Sixth Street.

Advertising rates, agate, 10 cts. a line.

AMERICAN ISRAELITE—Every Thursday. Jewish. Established 1854. Leo Wise & Co., publishers. Subscription, \$2.50; circulation not given by publisher; 8 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Office, corner Fifth and Race Streets.

Advertising rates, agate, 15 cts. a line. Reading notices, 50 cts. a line. Discount, 10% on three months, or \$100; 15% on six months, or \$200; 25% on one year, or \$400.

AMERICAN MACHINE & TOOL RECORD—Monthly (25th.). Trade. Established 1911. Record Publishing Co., publishers. Subscription, \$0.00; detailed average circulation for year 1913, 25,000; 128 pages, 1 column; length of column, 5½ in.; width, 3½ in. Cannot use matrices. Forms close 10th of current month. Office, 448 Main St.

Advertising rates, full page, \$27.75; ¼ page, \$16; ½ page, \$10, with discount for two or more insertions.

BILLBOARD—Every Saturday. Theatrical, Circus, Parks, Fairs, Aviation. The Billboard Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 41,000; 64 to 84 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close Monday preceding. Office, 25 Opera Place.

Advertising rates, agate, 25 cts. a line, flat.

BLUE BIRD—Monthly. Nature Study. Established 1910. Eugene Swope, publisher. Subscription, 50 cts.; claimed circulation for year 1913, 15,000; 64 to 96 pages, 1 column; length of column, 5½ in.; width, 3½ in. Can use matrices. Office, 4 West 7th St.

Advertising rates, ½ page (minimum space), one time, \$5; ¼ page, \$3; ½ page, \$14; one page, \$25.

Perhaps we don't know all about marketing your product, but your knowledge of **YOUR** business, coupled with our knowledge of **OURS**, will make a strong team.

OHIO

CATHOLIC TELEGRAPH—Every Thursday. Roman Catholic. Established 1831. The Catholic Telegraph Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 10,090; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, N. E. corner 5th and Main Streets.

Advertising rates, agate, \$1 an inch; 100 in., 85 cts.; 250 in., 75 cts.; 500 in., 65 cts.; 1,000 in., 60 cts. an inch Reading notices, 25 cts. a line; 100 lines, 20 cts.; 250 lines, 15 cts.; 500 lines, 10 cts. a line.

CHRISTIAN LEADER—Every Monday. Disciples of Christ. Established 1886. Fred L. Rowe, publisher. Subscription, \$1.50; claimed average circulation for 1913, 13,000; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Office, 422 Elm Street.

Advertising rates, agate, \$1.50 an inch, with discount on space.

CHRISTIAN STANDARD—Every Saturday. Religious. Established 1866. The Standard Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 40,000; 40 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Office, Ninth and Cutter Streets.

Advertising rates, agate, 20 cts. a line; full page (480 lines), \$96. In combination with Lookout, 50 cts. a line, flat. Classified, 5 cts. per word.

CHRISTLICHE APOLOGETE—Every Wednesday. German. Methodist Episcopal. Established 1838. Methodist Book Concern, publishers. Subscription, \$1.50; claimed average circulation for year 1913, 16,000; 32 pages, 3 columns; length of columns, 11¾ in.; width, 2¼ in. Can use matrices. Forms close one week in advance. Office, 220 West Fourth Street.

Advertising rates, 10 cts. a line. Position, 20% extra. Reading notices, 20 cts. a line.

CLASSMATE—Every Saturday. Methodist Episcopal. Established 1893. Methodist Book Concern, publishers. Subscription, 75 cts.; circulation not given by publisher; 8 to 12 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Forms close 6 weeks in advance. Can use matrices.

Advertising rates, agate, \$1.50 a line. Preferred position, 20% additional. Reading notices, double price.

CLUB WOMAN'S MAGAZINE—Monthly. Woman's Clubs. Established 1908. Mrs. M. B. Corwin, publisher. Subscription, \$1.50; circulation—not given by publisher; 32 to 64 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Office, 412 Lincoln Inn Court.

Advertising rates, ¼ page, \$12; ½ page, \$18; one page, \$30. Discount, 5, 10 and 20% on 3, 6 and 12 months, respectively.

OHIO

COMMERCIAL TRIBUNE—Every morning including SUNDAY. Republican. Established 1793. The Commercial Tribune Newspaper Co., publishers. Subscription, daily and Sunday, \$5; sworn average circulation for six months prior to April, 1914, daily and Sunday, 43,340* net paid; daily, 10 to 16 pages; Sunday, 36 to 42 pages; 7 columns; length of columns, 23¼ in.; width, 2½ in. Can use matrices. Office, Commercial Tribune Building, 530 Walnut Street.

Advertising rates, agate, 8 lines or more, 14 cts. a line, daily; 18 cts. a line, Sunday; 30 consecutive insertions, daily, or daily and Sunday, 14 cts. a line in daily; 18 cts. a line in Sunday edition, with 10% discount; 312 consecutive insertions, daily, 8 cts. a line; 365 consecutive insertions, daily and Sunday, 8 cts. a line in daily; 11 cts. a line in Sunday edition. Space must be uniform every insertion. Open space, within one year, 500 lines daily, 13 cts. a line; Sunday, 16 cts.; 1,000 lines, daily, 12 cts.; Sunday, 15 cts.; 2,000 lines, daily, 11 cts.; Sunday, 14 cts.; 3,000 lines, daily, 10 cts.; Sunday, 13 cts.; 5,000 lines, or more, daily, 9 cts.; Sunday, 12 cts. a line. Classified, daily or Sunday, 10 cts. a line; medical, personals, clairvoyant, etc., 20 cts. a line, daily or Sunday. Reading notices, daily or Sunday, \$1 a line; at bottom of column (not less than 2 lines), 75 cts. a line, with discount on 100 lines and over; telegraphic readers, \$1 per line.

DEUTSCH-UNGARISCHER BOTE—Every Thursday. German-Hungarian. Independent. Established 1904. Deutsch-Ungarischer Bote Company, publishers. Subscription, \$1.25; claimed average circulation for year 1913, 9,346; 8 pages, 7 columns; length of columns, 20 in.; width, 2¾ in. Can use matrices. Office, 117 Findlay Street.

Advertising rates on application.

ENQUIRER—Every morning, including SUNDAY, and WEEKLY, Thursdays. Daily, Democratic; Weekly, Agricultural. Established 1842. John R. McLean, publisher. Subscription, daily, including Sunday, \$14; weekly, \$1; sworn average circulation for six months ending March 31, 1914, as per report to Post-Office Department, daily and Sunday, 52,263* net paid; weekly, circulation—not given by publisher; daily, 10 to 16 pages; weekly, 12 pages; Sunday, 60 to 72 pages; daily and Sunday, 8 columns; weekly, 7 columns; length of columns, 22½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily, ordinary, 20 cts. a line; Sunday, 25 cts. Medical cards, inside pages, daily, 20 cts.; Sunday, 25 cts.; publishers, daily, 12 cts.; Sunday, 25 cts. a line. Open space display, within one year, 2,500 lines, daily, 14 cts. a line; Sunday, 25 cts.; 5,000 lines, or more, daily, 12 cts.; Sunday, 25 cts. Preferred positions, 10 and 25% extra. Classified, display, educational, books, magazines, summer and winter resorts, daily, 12 cts. a line; Sunday, 25 cts. On educational and resorts, 10% discount on 30

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consecutive insertions; 15% discount on 60 insertions on 7 lines or more. Classified, daily, 2 cts. a word; Sunday, 2½ cts. a word. Reading notices, daily, 60 cts.; Sunday, \$1 a line; preferred readers (among telegraphic and local reading matter), daily, \$1 a line; Sunday, \$1.50. Weekly, display, 10 cts. a line.

EXPRESS GAZETTE—Monthly. Established 1873. Express Gazette Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 18,830; 40 pages, 3 columns; length of columns, 9½ in.; width, 2¼ in. Forms close first of the month. Office, 7th and Vine Streets.

Advertising rates, \$3 an inch; 4 in., ¼ page, \$9; ½ page, \$15; 1 page, \$25. Discount 10, 14 or 33⅓% on 3, 6 or 12 consecutive insertions.

FIVE & TEN CENT STORE MAGAZINE—Monthly. (1st). Trade. Established 1909. John Chrest, publisher. Subscription, \$2; circulation—not given by publisher; 146 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding. Office, Gerke Building.

Advertising rates, full page (8¼x5½), \$30; ½ page, \$18; ¼ page, \$11; ⅛ page, \$7; three months contract, \$25; \$16; \$10 or \$6. Six months, \$22, \$14, \$9 or \$5; one year, \$20, \$12, \$8 or \$4 each insertion respectively.

FREIE PRESSE—Every morning including SONNTAGSBLATT, Sunday morning. ABEND PRESSE (with Anzeiger und Zeitung) every evening except Sunday. German. Republican. Established 1869. Cincinnati Freie Presse Co., publishers. Subscription, morning, \$6; evening, \$3; Sunday, \$2.50; claimed average circulation for 1913, morning, 19,407; evening, 47,912; Sunday, 49,550; evening, 8 to 16; morning, 8 pages; Sunday, 36 to 72 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, N. W. corner Vine and Canal Streets.

Advertising rates, daily, morning, agate, 8 cts. a line; 500 lines, within one year, 7 cts.; 1,000 lines, 6 cts.; 3,000 lines, 5 cts.; 5,000 lines, or more, 4 cts. a line. Position, 15% extra. Reading notices, 30 cts. a line. Classified, 1 cent a word. Schools and colleges, 7 cts. a line. Evening edition, 10 cts. a line; 500 lines, within one year, 8 cts.; 1,000 lines, 7 cts.; 3,000 lines, 6 cts.; 5,000 lines, or more, 5 cts. a line. Reading notices, 40 cts. a line; 100 lines and over, 35 cts. a line. Sunday, display, 12½ cts. a line; 250 lines, within one year, 10 cts. a line; 1,000 lines, 8 cts.; 5,000 lines, or more, 6 cts. a line. Reading notices, 40 cts. a line; telegraphic readers, 50 cts. a line. Combination, morning and evening, add rates for both editions and then deduct 25%.

See advertisement on page 522.

FRUITMAN'S GUIDE—See New York City.

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FURNITURE WORKER—Monthly (25th). Trade. Established 1883. The Spokesman Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 144 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Office, 128 Opera Place.

Advertising rates, \$5 an inch, ⅓ page, \$6; ½ page, \$12; ¾ page, \$20; 1 page, \$30; one page, \$50, with discount on 3, 6 or 12 month contracts.

GAS ENGINE—Monthly. Technical. Established 1898. The Gas Engine Publishing Co., publishers. Subscription, \$1; claimed average circulation for year ending May 30, 1914, 10,000; 100 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Can use matrices.

Advertising rates \$7 an inch; 2 in., \$12.50; 3 in., \$18; full page, \$65; ½ page, \$40; ¼ page, \$28; ⅛ page, \$22, with discount on 3, 6 or 12 month contract.

HAUS UND HERD—Monthly. German. Literary. Established 1872. The Methodist Book Concern, publishers. Subscription, \$1; claimed average circulation for year 1913, 8,000; 68 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 6 weeks in advance. Can use matrices. Office, 220 Fourth Avenue, West.

Advertising rate, 10 cts. a line.

HERALD AND PRESBYTER—Every Wednesday. Presbyterian. Established 1848. Monfort & Co., publishers. Subscription, \$2.50; average circulation for year 1913, 22,700; 32 to 48 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Forms close Monday preceding. Can use matrices. Office, 422 Elm St.

Advertising rates, agate, 15 cts. a line; 1,000 lines within one year, 12½ cts. a line. Reading notices, set solid, double display, rate; leaded, triple price a count line. For combination rates, see Philadelphia Presbyterian.

HOME AND COUNTRY—Monthly. Catholic Homes. Established 1909. Home and Country Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 100,000; 32 to 48 pages, 4 columns; length of columns, 14 2/7 in.; width, 2½ in. Forms close 1st preceding month.

Advertising rates, agate, 50 cts. a line; one page (800 lines), \$300; ¼ and ½ pages, pro rata.

INTERNATIONAL MOLDERS' JOURNAL—Monthly. International Molders' Union of North America, publishers. Subscription, 50 cts.; claimed average circulation for year ending June, 1914, 34,200; 96 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Forms close 4th of current month. Can use matrices. Office, Commercial Tribune Building.

Advertising rates, agate, 75 cts. a line; ¼ page, one time, \$17.50; ½ page, \$30; one page, \$50. Discount on six months or longer.

NELSON CHESMAN & CO.'S RATE BOOK.

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JACOBS & COMPANY.

See advertisement on pages 502, 503, 504, 505 and 506.

JOURNAL AND MESSENGER—Every Thursday. Baptist. Established 1831. Lasher & Osborne, publishers. Subscription, \$2; circulation—not given by publisher; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 422 Elm Street.

Advertising rates, agate, 10 cts. a line; 1,000 lines or 52 times within one year, 7 cts. a line.

LANCET CLINIC—Every Saturday. Medical. Established 1841. The Lancet Clinic Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 5,000; 48 pages, 2 columns; length of columns, 9½ in.; width, 3¼ in. Office, 648 Main Street.

Advertising rates, ½ page, \$1.50; ¼ page, \$2.50; ¼ page, \$4; ½ page, \$7; one page, \$12. Classified, 30 words or less, 50 cts.; additional words, 3 cts. each.

LOOKOUT—Weekly. Religious. Established 1888. Standard Publishing Co., publishers. Subscription, 60 cts.; claimed circulation for year 1913, 126,000; 20 pages, 3 columns; length of columns, 11¼ in.; width, 2½ in. Cannot use matrices. Forms close 2 weeks in advance. Office, Ninth Avenue and Cutter Street.

Advertising rates, agate, 40 cts. a line; full page (480 lines), \$192. In combination with Christian Standard, 50 cts. a line, flat.

MEDDLER—Every Saturday. Republican. Established 1905. The Meddler Publishing Co., publishers. Subscription, \$2; claimed circulation for year 1913, 5,000; 12 pages, 2 columns; length of columns, 12 in.; width, 2 in. Can use matrices. Office, 528 Walnut St.

Advertising rates, \$2 an inch.

PACKER—See Kansas City, Mo.

POST—Every evening except Sunday. Independent. Established 1880. Post Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 171,684* net; 10 to 16 pages, 8 columns; length of columns, 22¼ in.; width, 12 ems. Can use matrices. Office, Post Square.

Advertising rates, 19 cts.; full position, 24½ cts. a line; 2,500 lines, to be used within one year, 18 cts.; full position, 23 cts. a line; 5,000 lines or more or 6 in. per week for 52 consecutive weeks, 17 cts.; full position, 21½ cts. Classified, 2½ cts. per word. Reading notices, run of paper, 75 cts. a line. Reading notices, \$1 a line. Resorts, publishers, schools and colleges, 16 cts. a line, flat.

PRODUCE NEWS—See New York City.

SAXBY'S MAGAZINE—Monthly. Established 1888. Howard Saxby, publisher. Subscription, \$1; claimed average circulation

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for year 1913, 30,000; 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th preceding month. Office, 2207 Highland Ave.

Advertising rates, agate, 25 cts. a line; one page, one time, \$50; ¼, ¼ and ½ pages, pro rata.

SIGNS OF THE TIMES—Semi-Monthly (1st and 15th). Advertising, Established 1906. The Signs of The Times Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 40 to 64 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 28th and 12th. Office, 416 Elm Street.

Advertising rates, agate, 14 cts. a line; one page, \$84; ¼ and ½ pages, pro rata.

SONNTAGSBLATT—Sunday edition of Freie Presse, which see; also
See advertisement on page 522.

SPOKESMAN—Monthly (1st). Carriage and Accessory Trade. Established 1884. The Spokesman Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 150 pages, 2 columns, length of columns, 10 in.; width, 27/12 in. Cannot use matrices. Forms close 10th of month.

Advertising rates, full page, \$75; ½ page, \$45; ¼ page, \$30; ¼ page, \$25; ¼ page, \$18; ½ page, \$15, with discounts on 3, 6 or 12 insertions.

SPORTSMEN'S REVIEW—Every Saturday. Sports. Established 1890. Sportsmen's Review Publishing Co., publishers. Subscription, \$3; claimed circulation for year 1913, 33,000; 24 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 10 days in advance. Office, 15-27 West Sixth Street.

Advertising rates, ½ page, \$7.50; ¼ page, \$12; ¼ page, \$20; ½ page, \$35; one page, \$60.

STARCHROOM—Monthly (15th). Laundry Journal. Established 1893. The Starchroom Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 5,312; 104 pages, 2 columns; length of columns, 10½ in.; width, 4 in. Can use matrices. Forms close 1st of month.

Advertising rates, \$7 an inch; ½ page, \$10; ¼ page, \$15; ½ page, \$24; one page, \$40, with discounts on 3, 6 and 12 months.

SUNDAY SCHOOL JOURNAL—Monthly. Methodist. Established 1868. Jennings & Graham, publishers. Subscription, 60 cts.; claimed average circulation for year 1913, 180,000; 52 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th of second preceding month. Office, 220 West 4th Street.

Advertising rates, agate, \$1 a line; \$150 per page; ¼ and ½ pages, pro rata.

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TIMES-STAR—Every evening except Sunday. Republican. Established 1836. Times-Star Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 146,973* net; 12 to 28 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, N. E. corner Sixth and Walnut Streets.

Advertising rates, agate, 20 cts. a line; 13 times, or 1,000 lines within one year, 19 cts. a line; 20 times, or 2,000 lines, 18 cts.; 52 times, or 3,500 lines, 17 cts.; 104 times, or 5,000 lines, 16 cts.; 156 times, or 10,000 lines, 15 cts.; 312 times, or 15,000 lines, or more, 14 cts. a line. Special rate for resorts, schools and colleges, 16 cts. a line, flat. Strictly mail order advertising, 16 cts. a line, flat. Preferred position, 10 and 25% extra. Reading notices, 75 cts. a line, nonpareil measurement; telegraphic reading matter, \$1 a line, agate; classified, 10 cts. a line.

VOLKSBLATT—Every morning except Sunday. WESTLICHE BLAETTER, SUNDAYS, and WEEKLY VOLKSBLATT, Thursdays. German. Republican. Established 1836. Cincinnati Volksblatt Co., publishers. Subscription, daily, \$8; Sunday, \$2; weekly, \$1; claimed average circulation for year 1913, 35,375; weekly, 18,200; Sunday, 62,750; 16 to 40 pages, 7 columns; length of columns 20 in.; width, 2 1/7 in. Can use matrices. Office, 637 Vine Street.

Advertising rates, agate, daily, transient rate 8 cts. per line. Discount for time or space; weekly rates on application.

WESTERN CHRISTIAN ADVOCATE—Wednesdays. Methodist Episcopal. Established 1834. The Methodist Book Concern, publishers. Subscription, \$1; claimed average circulation for year 1913, 28,600 net; 32 pages, 3 columns; length of columns, 11¼ in.; width, 2¾ in. Can use matrices. Forms close 1 week in advance. Office, 220 West Fourth St.

Advertising rates, agate, 20 cts. a line. Reading notices, 40 cts. a line. See Chicago Northwestern Christian Advocate for combination rate of seven Methodist Weeklies.

WESTERN UNDERWRITER—See Chicago, Ill.

CLEVELAND—Population 560,663. Sixth City of U. S. On Lake Erie and 10 R. R. Principal port on the Lake with a most extensive trade in coal, iron ore and lumber; one of the largest distributing points in the United States; petroleum oil refining works said to be the largest in the world; has a very large pork packing interest; most extensive iron and steel manufactories, with a number of very large ship yards; every line of manufacturing industry is well represented. The Western Reserve University, Adelbert College, Case School of Applied Science and other institutions are located here.

AMERICAN—Every evening except Sunday, and SUNDAY MORNING. Bohemian.

OHIO

Non-partisan. Established 1899. F. J. Svoboda, publisher. Subscription, daily, \$3; Sunday, \$2.50; claimed average circulation for year 1913, 10,985; daily, 6 to 8 pages; Sunday, 20 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 5377 Broadway, S. E.

Advertising rates, 60 cts. an inch; 250 in. within one year, 55 cts.; 1,000 in., 50 cts.; 1,500 in. or more, 45 cts. an inch. Special positions, 10, 15 or 20% extra. Reading notices, 10 cts. a line. Classified, 1c. per word. Discount for time and space.

See advertisement on page 490.

AMATEUR PHOTOGRAPHERS WEEKLY—Every Friday. Amateur Photography. Established 1912. Juan E. Abel, editor and publisher. Subscription, \$1; claimed average circulation for six months ending June, 1914, 5,500; 24 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Office, 917 Schofield Building.

Advertising rates, \$2.50 an inch; full page, \$30; ½ or ¼ page, pro rata; ½ page, \$4. Classified, 2 cts. per word.

BRYANT'S WEEKLIES—Including THE ILLUSTRATED TIMES and GREATER CLEVELAND, Cleveland, O.; BERA COURIER, Berea, O.; NEWS-REGISTER, Bedford, O.; THE WILLOUGHBY DELTA, Willoughby, O.; THE COLLINWOOD CHRONICLE, Collinwood, O.; THE EAST CLEVELAND SIGNAL, East Cleveland, O.; THE CHAGRIN FALLS REPUBLICAN, Chagrin Falls, O.; THE LAKEWOOD COURIER, Lakewood, O.; and THE CLEVELAND HEIGHTS DISPATCH, Cleveland Heights, O. Every Thursday. The Times Publishing Co., publishers. Subscription, \$1; claimed circulation combined for year 1913, average 25,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2 in. Can use matrices. Office, 102 St. Clair Avenue, N. W.

Advertising rates, nonpareil, \$1 an inch. Reading notices, 25 cts. a line. Discount on 3, 6 and 12 months on application. All contract advertisements go in to each of the nine above named papers.

CATHOLIC UNIVERSE—Every Friday. Roman Catholic. Established 1874. The Catholic Universe Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 16,000; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Office, Caxton Building.

Advertising rates, agate, 15 cts. a line; over 2,500 lines, 10 cts. a line.

CHRISTIAN WORLD—Every Saturday. Reformed Church. Established 1848. Central Publishing House, publishers. Subscription, \$1.50; sworn average circulation for year ending July, 1914, 5,854*; 16 pages, 4 columns; length of columns, 12¼ in.; width, 2½ in. Cannot use matrices. Office, 2969-75 W. 25th Street.

Advertising rates, \$1 an inch; 1 month, \$2; 2 months, \$3.75; 3 months, \$5.50; 6 months,

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\$8; 12 months, \$15, with further discounts for additional space.

CHRISTLICHE BOTSCHAFTER Every Saturday. Evangelical. German. Established 1835. C. Hauser, agent. Subscription, \$2; claimed circulation for year 1913, 16,000; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 1903-1923 Woodland Avenue.

Advertising rates, agate, 15 cts. a line, with discount of 10, 20 or 30% on 13, 26 or 52 insertions.

CITIZEN—Every Saturday. Labor. Established 1891. Cleveland Citizen Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 9,000; 4 pages, 7 columns; length of columns, 25 in.; width, 2½ in. Can use matrices. Office, 1125 Oregon Avenue.

Advertising rates, \$1 an inch contract rate; 500 in. to be used in six months, 75 cts. an inch; 1,000 in. to be used in twelve months, 50 cts. an inch. Position, 20% extra. Reading notices, 25 cts. a line.

CLUB NOTES—Monthly. Women's Clubs. Established 1900. Louise Graham, publisher. Subscription, \$1; claimed average circulation for year 1913, 37,500; 32 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 10th preceding month. Can use matrices. Office, Caxton Building.

Advertising rates, agate, \$1 a line; 1 page, \$100; ¼ and ½ pages pro rata.

DOLLARS AND SENSE—Monthly (1st). Financial. Banking. Established 1913. The Bankers Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 00 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 25th. Office, Plain Dealer Building.

Advertising rates, full page, \$50; ½ page, \$27.50; ¼ page, \$15; 2 in., \$9, with discount on 3, 6 or 12 months' contract. Preferred position, 25% extra.

DONGO—Semi-monthly (1st and 15th). Hungarian-Humorous. Established 1903. Dongo Publishing Co., publishers. Subscription, \$2; claimed circulation for year 1913, 13,500; 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Office, 10613 Earle Avenue.

Advertising rates, \$1.50 an inch.

EVANGELICAL MESSENGER—Every Wednesday. Evangelical. Established 1847. C. Hauser, Agent. Subscription, \$2; claimed circulation for year 1913, 13,000; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 1903-1923 Woodland Avenue.

Advertising rates, agate, 10 cts. a line, with discount of 10, 20 or 30% on 13, 26 or 52 insertions.

EVANGELISCHE MAGAZINE Monthly German. Evangelical. Established 1870. C. Hauser, agent. Subscription, \$1.25; claimed

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circulation for year 1913, 11,000; 64 pages, 2 columns; length of columns, 8 in.; width, 2 7/12 in. Forms close 10th preceding month. Office, 1903-1923 Woodland Avenue.

Advertising rates, agate, 15 cts. a line, with discount of 10, 20 or 30% on 13, 26 or 52 insertions.

EXPOSITOR AND CURRENT ANECDOTES

—Monthly. Exclusively for Preachers. Interdenominational. Established 1899. F. M. Barton, publisher. Subscription, \$2; claimed average circulation for year 1913, 13,500; 64 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close first of preceding month. Office, Caxton Building.

Advertising rates, agate, 40 cts. a line; \$5 an inch; ¼ page, \$12; ½ page, \$22; one page, \$40. Discount, 5, 10 and 20% on 3, 6 and 12 months, respectively. Preferred position, 25% extra.

FINANCE—Every Saturday. Financial and Commercial. Established 1891. Finance Publishing Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 10,000; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices. Forms close Thursday preceding. Office, Caxton Building.

Advertising rates, \$1.50 an inch; 52 in. or more, within one year, \$1 an inch. Special position, 15% extra. Reading notices, 25 cts. a line.

FOUNDRY—Monthly. Trade. Established 1892. Penton Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 9,500; 150 pages, 3 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Office, Penton Building.

Advertising rates on application.

GAZETTE—Every Thursday. Afro-American. Republican. Established 1883. Hon. Harry C. Smith, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 18,000; 4 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Blackstone Building.

Advertising rates, 50 cts. an inch. Reading notices, and classified, 10 cts. a line.

HLAS—Every Wednesday. Slovak. Independent. Established 1907. John Pankuch, editor and publisher. Subscription, \$1.50; sworn average circulation for year 1913, 8,251*; 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 2002 Woodland Avenue, S. E.

Advertising rates, 75 cts. an inch; one month, 50 cts.; three months, 45 cts.; six months, 40 cts.; nine months, 35 cts.; one year, 30 cts. an inch.

HOTEL LIFE—Weekly. Hotel Interests. Established 1872. Hotel Life Co., of America, publishers. Subscription, \$2; circulation—not given by publisher; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Office, Caxton Building.

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Advertising rates, 75 cts. an inch each insertion, based on yearly contract.

ILLUSTRATED TIMES AND GREATER CLEVELAND—(See Bryant's Weeklies).

IRON TRADE REVIEW—Every Thursday. Trade. Established 1867. The Penton Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 5,700; 144 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Office, Penton Bldg.

Advertising rates upon application.

JEWISH INDEPENDENT—Every Friday, printed in English. Jewish. Established 1906. The Jewish Independent Publishing Co., publishers. Subscription, \$1; claimed average circulation for year ending March 31, 1913, 19,058; 8 pages, 5 columns; length of columns, 18 in.; width, 2½ in. Can use matrices. Office, Caxton Building.

Advertising rates, 5½ cts. a line; on yearly contract, 1,500 lines, 5 cts.; 3,000 lines, 4½ cts.; 5,000 lines, 4 cts.; 8,000 lines, 3½ cts.; 12,000 lines, 3 cts. a line.

LATHER—Monthly. Labor. Established 1901. Ralph V. Brandt, editor and publisher. Subscription, 60 cts.; claimed circulation for year 1913, 6,000; 32 to 54 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Office, Superior Building.

Advertising rates on application.

LEADER—Every morning, including SUNDAY. Independent. Republican. Established 1848. The Cleveland Leader Printing Co., publishers. Subscription, daily, \$3; Sunday, \$2.50; claimed average circulation for six months prior to April, 1914, daily and Sunday, 69,850* net paid; daily, 14 to 24 pages; Sunday, 52 to 80 pages, 8 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices. Office, Superior and East 6th Street.

Advertising rates, daily, agate, 16 cts. a line; Sunday, 20 cts.; 1,000 lines, daily, 15 cts.; Sunday, 18 cts.; 2,500 lines, daily, 14 cts.; Sunday, 17 cts.; 5,000 lines, daily, 13 cts.; Sunday, 16 cts.; 1,000 lines, daily, 12 cts.; Sunday, 15 cts. Combination with Evening News, equal space and same copy, daily, 30 cts.; Sunday, 34 cts. a line: 1,000 lines, 26 or 29 cts.; 2,500 lines, 24 or 27 cts.; 5,000 lines, 22 or 25 cts.; 10,000 lines, 20 or 23 cts. a line. Preferred position, 3 to 5 cts. a line extra. Reading notices, 75 cts. a line; telegraphic readers, \$1.50 a line. Classified, covering insertions in morning Leader and Evening News, 14 cts. a line; Sunday, 15 cts. a line.

LEGAL NEWS AND RECORDER—Every morning except Sunday. Financial. Established 1895. E. H. Swetman, editor. Subscription, \$12; circulation—not given by publisher; 4 pages, 7 columns; length of

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columns, 19½ in.; width, 2½ in. Can use matrices. Office, 324 Frankfort Avenue, N. W.

Advertising rates, agate, 20 cts. a line; 6 times, 15 cts.; one month, 13 cts.; two months, 11 cts.; three months, 10 cts.; six months, 9 cts.; one year, 8 cts. a line. Classified, 10 cts. a line. Reading notices, 50 cts. a line.

LOCOMOTIVE ENGINEERS' JOURNAL—Monthly. R. R. and Labor. Established 1866. Brotherhood of Locomotive Engineers, publishers. Subscription, \$1; claimed average circulation for first six months of 1914, 75,191*; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 6th of preceding month. Office, Garfield Bldg.

Advertising rates, \$12 an inch; ¼ page, \$36; ½ page, \$60; one page, \$100. Discount, 10, 15 or 33½% on 3, 6 or 12 consecutive insertions.

NARODOWIEC—Every Thursday. Polish-Independent. Established 1910. S. A. Dangel, editor and publisher. Subscription, \$1.50; sworn average circulation for year 1913, 7,490*; 8 pages, 6 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 800 College Avenue.

Advertising rates, 55 cts. an inch; 100 in. within one year, 40 cts.; 200 in., 30 cts.; 500 in., 31 cts.; 720 in., 29 cts.; 1,000 in., 25 cts. an inch. Reading notices, 20 cts. a line.

NATIONALE GAZETTE—Every Thursday. German. Republican. Established 1907. M. Weinberger, publisher. Subscription, \$1; claimed circulation for year 1913, 8,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 2086 West 25th Street.

Advertising rates, 50 cts. an inch; one month, \$2; three months, \$5; six months, \$9; one year, \$18. Discount on 3 in. or more.

NEWS—Every evening except Sunday. Independent. The Cleveland Company, publishers. Subscription, \$3.12; sworn average circulation for six months prior to April, 1914, 103,401* net paid; 10 to 24 pages, 8 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices. Office, Superior and East 6th Street.

Advertising rates, agate, 18 cts. a line; 1,000 lines, within one year, 17 cts.; 2,500 lines, 16 cts.; 5,000 lines, 15 cts.; 10,000 lines, 14 cts. a line. Combination with Morning or Sunday Leader, which see. Preferred position, 3 or 5 cts. a line extra. Reading notices, 75 cts. a line; telegraphic, \$1.50. Classified, covering insertions in Morning Leader and Evening News, 14 cts. a line.

OHIO ARCHITECT, ENGINEER AND BUILDER—Monthly (15th). Trade. Established 1900. The Architect & Builder Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 7,500; 96 pages, 2

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columns. Can use matrices. Office, Blackstone Building.

Advertising rates, $\frac{1}{4}$ page, \$5; $\frac{1}{2}$ page, \$10; $\frac{3}{4}$ page, \$15; $\frac{1}{2}$ page, \$25; one page, \$50.

OHIO FARMER—Every Saturday. Agricultural. Established 1848. The Lawrence Publishing Co., publishers. Subscription, \$1; sworn average circulation for year 1913, 125,714*; 16 to 48 pages, 4 columns; length of columns, 13 5/7 in.; width, 2 1/8 in. Forms close Saturday preceding. Office, 1011-1015 Oregon Avenue, N. E.

Advertising rates, agate, 3 lines, or more, 60 cts. per line, flat. Reading notices, \$1.30 a line. Combination rates, including either DETROIT MICHIGAN FARMER or Philadelphia PENNSYLVANIA FARMER, a discount of 10% will be allowed.

PLAINDEALER—Every morning, including SUNDAY. Independent Democratic. Established 1841. The Plaindealer Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$2.50; sworn detailed average circulation for year ending May, 1914, daily, 116,846*; Sunday, 147,510*; daily, 14 to 20 pages; Sunday, 60 to 84 pages, 8 columns; length of columns, 21 1/2 in.; width, 2 1/12 in. Can use matrices. Office, corner Superior Avenue and East Sixth Street.

Advertising rates, daily, agate, 20 cts. a line; Sunday, 24 cts. a line; 26 times, or 1,000 lines, within one year, daily, 18 cts.; Sunday, 20 cts. a line; 52 times, or 2,000 lines, daily, 17 cts.; Sunday, 19 cts.; 156 times, or 4,000 lines, daily, 15 cts.; Sunday, 17 cts. For position, add 2 cts. a line for next reading, and 4 cts. a line for first following and next to reading. Mail order copy daily, 15 cts.; Sunday, 17 cts. a line. Hotel, resort, school and college, daily, 15 cts.; Sunday, 17 cts. a line. Reading notices, daily or Sunday, \$1 a line. Classified, 15 cts. a line, daily; 17 cts. Sunday; 7 consecutive insertions, 14 or 16 cts.; 26 times or 500 lines, 13 or 15 cts.; 52 times or 1,000 lines, 12 or 14 cts. a line for daily or Sunday.

POLONIA W. AMERYCE—Every Thursday. Polish-Republican. Established 1891. Theo. Dluzynski publisher. Subscription, \$1.50; claimed average circulation for year 1913, 9,875; 12 pages, 6 columns; length of columns, 19 1/2 in.; width, 2 1/8 in. Cannot use matrices. Office, 7007 Broadway.

Advertising rates upon application.

POWER BOATING—Monthly. Aquatic. Established 1905. Penton Publishing Co., publishers. Subscription, \$1.50; claimed circulation for year 1913, 25,000; 120 pages, 2 columns; length of columns, 9 1/4 in.; width, 3 3/4 in. Office, Penton Building.

Advertising rates, $\frac{1}{2}$ page, \$15; $\frac{1}{4}$ page, \$25; $\frac{1}{2}$ page, \$45; one page, \$80. Discount, 15% on 12 months order. Back cover page, \$150.

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PRESS—Every evening, except Sunday. Independent. Established 1878. Scripps Publishing Co., publishers. Subscription, \$3; sworn average detailed circulation for year 1913, 174,847* net; 12 to 20 pages, 8 columns; length of columns, 22 1/4 in.; width, 12 ems. Can use matrices. Office, East 9th and Rockwell Avenue.

Advertising rates, agate, 19 cts. a line; full position, 24 1/2 cts.; 2,500 lines within one year, 18 cts.; full position, 24 cts.; 5,000 lines or 6 in., or more per week, for 52 consecutive weeks, 17 cts. a line; full position, 21 1/2 cts. Reading notices, 80 cts. a line. Classified, ads., 2 1/2 cts. per word. Displayed classified, 15 cts. a line. Resorts, publishers, schools and colleges, 17 cts. a line, flat.

RAILWAY POST OFFICE—Monthly (19th). Postal. Established 1899. Railway Mail Association, publishers. Subscription, 50 cts.; sworn average circulation for year 1913, 13,500*; 36 pages, 3 columns; length of columns, 9 3/4 in.; width, 2 1/4 in. Can use matrices. Forms close 1st of each month.

Advertising rates 1 inch, one time, \$2; three times, \$4.50; twelve times, \$16; full page, \$35, \$95 or \$325 respectively; $\frac{1}{2}$ page pro rata.

RAILROAD TRAINMEN (The)—Monthly. Class. Established 1884. Brotherhood of Railroad Trainmen, publishers. Subscription, \$1; sworn average circulation for first four months of 1914, 133,000; 132 pages, 2 columns; length of columns, 7 1/2 in.; width, 2 3/8 in. Can use matrices. Forms close 6th of preceding month. Office, Garfield Building.

Advertising rates, \$24 an inch; $\frac{1}{4}$ page, \$72; $\frac{1}{2}$ page, \$120; one page, \$200. Discount, 10, 15 or 33 1/3% on 3, 6 or 12 consecutive insertions respectively.

SENBOTE—Every Wednesday. German. Baptist. Established 1853. German Baptist Publication Society, publishers. Subscription, \$2; claimed circulation for nine months ending April, 1914, 7,976 net; 16 pages, 4 columns; length of columns, 13 1/2 in.; width, 2 1/4 in. Office, 3804 Payne Avenue, N. E.

Advertising rates, nonpareil, 60 cts. an inch.

STIMME DER WAHRHEIT—See, Detroit, Mich.

SZABADSAG—Every morning except Sunday. Hungarian. Independent Republican. Established 1890. Subscription, \$4; circulation for 1913, 46,302; 6 to 16 pages, 8 columns; length of columns, 21 in.; width, 2 1/8 in. Can use matrices. Office, Szabadsag Building, 700-702 Huron Road.

Advertising rates, agate, 10 cts. a line; three months, or 1,400 lines, 15%; six months or 2,800 lines, 20%; one year, or 7,000 lines, 25% discount. Preferred position, 30% extra. Classified, 10 cts.; personals, or business personals, 15 cts. a line. Reading notices, 25 cts. a line, with time and space discounts.

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TOWN TOPICS—Every Saturday. Society. Automobile and the Home. Established 1887. Cleveland Town Topics Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 7,654; 28 pages, 4 columns; length of columns, 10½ in.; width, 2 in. Office, 319 Caxton Building.

Advertising rates, 12 cts. a line; 13 times, 11 cts.; 26 times, 10 cts.; 39 times, 9 cts.; 52 times, or 5,000 lines within one year, 8 cts. a line. Preferred position, 30% extra. Reading notices, 25 cts. a line.

VOCE DEL POPOLO ITALIANO—Every Saturday. Italian. Independent. Established 1902. The Italian Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 33,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Cannot use matrices. Office, 823-25 Central Avenue, S. E.

Advertising rates, \$1; 20 in., 90 cts.; 100 in., 80 cts.; 500 in., 70 cts.; 1,000 in. or more, 60 cts. an inch.

VOLKSFREUND AND ARBEITER-ZEITUNG—Every Saturday. German. Labor. Established 1886. Socialist Labor Party, publishers. Subscription, \$1; claimed average circulation for year 1913, 8,800; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 2416 E. Ninth Street.

Advertising rates on application.

WAECHTER UND ANZEIGER—Every evening except Sunday, and SUNDAY MORNING. German. Independent Democratic. Established 1852. The German Consolidated Newspaper Co., publishers. Subscription, daily, \$2; Sunday, \$1; claimed average circulation for 1913, daily, 34,400; Sunday, 21,500; daily, 8 and 10 pages; Sunday, 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 1566-70 West Third Street.

Advertising rates, daily, 1 to 2 in., each week for 52 weeks, 6 cts. per agate line; 3 or 4 in., 5 cts. a line; 5 to 10 in., 4½ cts. a line; 20 in., 4 cts. a line; preferred position, 25% extra. Electrotypes or stereotype matter requiring no translation or composition, 10% discount from above rates. Open space with in one year, 25 in., 7 cts. per agate line; 1,400 lines, 6½ cts.; 2,800 lines, 6 cts.; 4,200 lines, 5½ cts.; 5,600 lines, 5¼ cts.; 7,000 lines, 5 cts.; 10,500 lines, 4½ cts. a line; 1,000 in. or more, 60 cts. an inch. Reading notices, long primer, body type, 30 cts. a line, daily or Sunday; locals, brier, 25 cts. a line, with discount on 10,000 lines or more. Classified, 6 cts. per nonpareil line.

See advertisement on page 444.

WOOD CRAFT—Monthly. Mechanical Woodworking. Established 1903. The Gardner Printing Co., publishers. Subscription, free distribution; detailed average circulation for year 1913, 16,005*; 100 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, Caxton Building.

Advertising rates, ¼ page, \$8.75; ½ page, \$15.63; ¾ page, \$27.50; 1 page, \$39.38;

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one page, \$50. Discount, 10, 15 and 20% on 3, 6 and 12 months, respectively.

COLUMBUS—Population 181,511. On Scioto River and eight trunk line railroads, having 16 divisions. One of the most wealthy and prosperous cities of the central states. A most important distributing point with a very large interest in the manufacture of agricultural implements, buggies, iron and steel products, shoes, leather, lumber, plows and edge tools; also a vast trade in the shipment of coal, iron, steel, grain and live stock. State Capital, State University, Ohio Agricultural and Mechanical College and Capital University located here. Annual value of manufactured products approximately \$85,000,000.00. Bank clearings during the year 1913, \$352,000,000.00.

BUSINESS EDUCATOR (The)—Monthly, except July and August. Educational. Established 1895. Zaner & Bloser, publishers. Subscription, teachers' professional edition, \$1; students' penmanship, 75 cts.; claimed average circulation for 1913, 12,792; 36 to 48 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Forms close 10th of preceding month. Office, 118 N. High Street.

Advertising rates, \$2 an inch; ¼ page, \$9; ½ page, \$17.50; one page, \$30; 20% discount on yearly contracts.

CATHOLIC COLUMBIAN—Every Friday. Catholic. Established 1874. Columbian Printing Co., publishers. Subscription, \$2; sworn average circulation for 1913, 15,600*; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 60-62 East Spring Street.

Advertising rates, \$1.56 an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 inches space.

CATHOLIC COLUMBIAN RECORD—See Indianapolis, Ind.

CATHOLIC FORESTER—Monthly (1st). Fraternal-Catholic. Jas. T. Carroll, editor and publisher. Subscription, 13 cts.; circulation—not given by publisher; 8 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices. Forms close 15th of preceding month.

Advertising rates, 50 cts. a line. Reading notices, 75 cts. a line.

CITIZEN—Every evening except Sunday. Independent. Established 1899. Citizen Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April 1, 1914, 59,286* net paid; 10 to 16 pages, 8 columns; length of columns, 21¼ in.; width, 12½ ems. Can use matrices. Office, 34 N. Third Street.

Advertising rates, agate, 8½ cts. a line; full position, 9½ cts.; 2,500 lines, within one year, 8 cts.; full position, 9 cts. a line; 5,000 lines, or 6 in. a week, for 52 consecutive weeks, 7½ cts. a line; full position, 8½ cts. Classified, 1c. per word. Reading

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notices, 30 cts. a line. Resorts, publishers, schools and colleges, 7½ cts. a line, flat.

DISPATCH—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1871. The Dispatch Printing Co., publishers. Subscription, daily and Sunday, \$5.50; sworn average circulation for six months prior to April, 1914, daily, 69,384*; Sunday, 68,344*; daily, 12 to 36 pages, Sunday, 56 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, corner Gay and High Streets.

Advertising rates, daily or Sunday, 15 cts. a line; 26 days, 12 cts.; 52 days or 1,000 lines, within one year, 11 cts.; 104 days or 2,500 lines, 10 cts.; 156 days or 5,000 lines, 9 cts.; 312 days or 10,000 lines, 8½ cts. a line. Special rate for mail order, automobile, schools and colleges, hotels, resorts and publications, 9 cts. a line, flat. Classified, 1½ cts. a word, first insertion; 1 cent a word, after. Reading notices, 40 cts. a line; telegraphic, \$1 a line.

EXPRESS AND WESTBOTE—Every evening except Sunday, OHIO SONNTAGSGAST, Sunday morning, SEMI-WEEKLY, DER WESTBOTE, Tuesdays and Thursdays, and COLUMBUS EXPRESS, Wednesdays. German. Established 1843. Gustav Hirsch, publisher. Subscription, daily, \$6; semi-weekly, \$2; Sunday, \$2; weekly, 75 cts.; circulation not given by publisher; daily, semi-weekly and weekly, 8 pages; Sunday, 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 246 South High Street.

Advertising rates, transient, 7½ cts. a line; 1,000 lines, 6 cts.; 2,500 lines, 5 cts.; 5,000 lines, 4 cts.; 10,000 lines, 3 cts. a line. Reading notices, 30 cts. a line. Classified, 5 cts. a line.

FEEDER—Semi-Monthly (1st and 15th). Feeding of Live Stock. Established 1912. The Feeder Publishing Co., publishers. Subscription, 50 cts.; circulation—not given by publisher; 8 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 10 days in advance.

Advertising rates, \$1.40 an inch; 3 months, \$1.25; 6 months, \$1.10; 12 months, \$1 an inch each issue.

HUNTER-TRADER-TRAPPER—Monthly. Hunting, Trapping, etc. Established 1900. A. R. Harding, editor. Subscription, \$1; claimed average circulation for nine months ending with April, 1914, 83,500; 160 to 200 pages, 1 and 2 columns; length of columns, 8 in.; width, 2½ and 5 in. Forms close 20th preceding month. Office, 55 East Main Street.

Advertising rates, \$5 an inch; full page, \$80; ½ or ¼ page pro rata.

LIBERAL ADVOCATE—Every Wednesday. Liquor. Otto Kemmler, publisher. Sub-

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scription, \$2; claimed average circulation for year 1913, 7,271; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices. Office, 115 So. Wall Street.

Advertising rates, one time, matter per square ¾ inch, 60 cts.; 3, 6 and 12 months, 50, 45 and 40 cts. per square. Readers, 10 to 25 cts. a line.

MEDICAL JOURNAL—Monthly. Medical. Established 1876. C. C. Hollenback, publisher. Subscription, \$1; claimed average circulation for year 1913, 7,500; 64 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close 15th preceding month. Office, 44 West Broad Street.

Advertising rates, 30 cts. a line; full page, \$42; ¼ and ½ pages, pro rata. Discount, 10% on 12 insertions, or 5 pages used within one year.

NATIONAL GUARD MAGAZINE—Monthly (20th). Military. Established 1906. The Edward T. Miller Co., publishers. Subscription, \$1; claimed average circulation for 1913, 37,000; 32 to 68 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, \$3 an inch; full page, \$90; ½, ¼ or ⅓ page, pro rata. Discount on 3 months, or longer. Classified, 15 cts. a line, nonpareil measure.

OHIO EDUCATIONAL MONTHLY—Monthly. Educational. Established 1852. O. T. Corson, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 6,000; 50 pages, 2 columns; length of columns, 9 in.; width, 3 in. Office, 55 East Main Street.

Advertising rates, \$2 an inch; two times, \$3; three times, \$4; four times, \$5; five times, \$6; six times, \$7; seven times, \$8; eight times, \$9; nine times, \$10; ten times, \$11; eleven times, \$12; twelve times, \$13, with discount for space.

OHIO ENDEAVORER—Monthly (1st). Y. P. S. C. E. Established 1898. The Ohio Christian Endeavor Union, publishers. Subscription, 50 cts.; claimed average circulation for 1913, 5,900; 20 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Office, Board of Trade Building.

Advertising rates, full page, \$40; ½, ¼ or ⅓ pages, pro rata. ⅓ page, \$3. Reading notices, 15 cts. a line. Discounts of 10 or 25% on 3 or 6 consecutive insertions.

OHIO JOURNAL OF COMMERCE—Every Saturday. Educational and Commercial. Established 1911. Subscription, \$2; claimed average circulation for year 1913, 5,600; 16 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; full page, \$30; ½ page, \$15.50; ¼ page, \$8; ⅓ page, \$4.25; ⅛ page, \$2.25.

OHIO SONNTAGSGAST. See Express and Westbote.

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OHIO STATE JOURNAL—Every morning, including SUNDAY. Republican. Established 1811. Ohio State Journal Company, publishers. Subscription, daily and Sunday, \$7; Sunday, \$2.50. Rural Route, daily only, \$3; sworn average circulation for nine months ending April 30, 1914, daily, 52,176*; Sunday, 31,324*; daily, 10 to 20 pages; Sunday, 48 to 72 pages, 8 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, 50 East Broad Street.

Advertising rates, daily or Sunday, agate, 15 cts. a line. Open space, within one year, 700 lines or 26 times, 9 cts. a line; 1,400 lines or 52 times, 8½ cts.; 2,800 lines or 104 times, 8 cts.; 7,000 lines or 156 times, 7½ cts.; 10,000 lines or 312 times, 7 cts. a line. Preferred position, 10 and 25% extra. Reading notices, daily or Sunday, 35 cts. a count line; locals, 20 cts.; telegraphic readers, \$1 a count line. Classified, daily or Sunday, 1½ cts. a word, first insertion; 1 cent per word thereafter.

See advertisement on page 442.

OHIO TEACHER—Monthly. Educational. Established 1880. Henry G. Williams, editor and publisher. Subscription, \$1; claimed minimum circulation for year 1913, 14,000; 52 pages, 2 columns; length of columns, 9 in.; width, 3¼ in. Forms close 25th of preceding month. Can use matrices. Office, 81-87 N. 3d Street.

Advertising rates, \$2.50 an inch; ¼ page, \$5; ½ page, \$8.50; ¾ page, \$15; one page, \$30. Discount on 3 or more insertions.

OHIO WAISENFREUND—Every Wednesday. German. Roman Catholic and Independent Democratic. Established 1873. Pontifical College Josephinum (Inc.), publishers. Subscription, \$1.50; claimed circulation for year 1913, 40,000; 12 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in. Can use matrices. Office, 821 East Main Street.

Advertising rates on application.

REPORTER—Every morning except Sunday. Legal and Financial. Established 1894. Frank M. Sprague, publisher. Subscription, \$12; claimed average circulation for year 1913, 9,195; 4 pages, 5 columns; length of columns, 17½ in.; width, 2½ in. Office, 39-41 East Noble Street.

Advertising rates, nonpareil, 5 cts. a line.

RURAL EDUCATOR—Monthly (1st). Educational and Agricultural. Established 1912. The Rural Educator Co., publishers. Subscription, \$1; claimed average circulation for six months ending August, 1914, 10,000; 24 pages, 2 columns; length of columns, 9 in.; width, 3 in. Can use matrices. Forms close 20th of month preceding. Office, University Hall, Ohio State University.

Advertising rates, full page, \$14; ½ or ¾ page, pro rata; ¼ page, \$2. Inside

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cover, \$16; ½ or ¼, pro rata; ¼ page, \$3; back cover, \$20; ½ or ¼ page, pro rata; ¼, \$4. Classified, 20 cts. a line.

SAMPLE CASE—Monthly. Commercial Travelers. Established 1891. Order of the United Commercial Travelers of America, publishers. Subscription, \$1; claimed average circulation for year ending May, 1914, 44,759; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 1st preceding month. Office, 638 N. Park Street.

Advertising rates, agate, 45 cts. a line; per inch, \$5.75; ¼ page, \$11.50; ½ page, \$21.25; ¾ page, \$40.25; one page, \$74.75. Discount on time contracts. Cover pages, 25% extra.

WESTBOTE. See Express and Westbote.

COSHOCTON—Population 9,603. Located on Muskingum River and Ohio Canal; Wheeling & Lake Erie and Pittsburg, Ft. W. & Chicago Railway Systems. Coal mining, live stock raising and other agricultural pursuits engaged in throughout the surrounding territory. Other industries are potteries; paper and corrugated paper mills; foundries; glass, glove, advertising novelty, iron pipe, stove, automobile tire and plumbers supply factories. Annual income from the various industries, \$3,600,000.00. Bank clearings for year 1913, \$30,000,000.00.

TIMES-AGE—Every evening except Sunday. Democratic. Established 1824. The Times-Age Company, publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 4,219* net paid; 8 to 12 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; 50 in. on yearly contract, 18 cts.; 100 in., 16 cts.; 500 in. or more, 14 cts. an inch. Special position, 10 or 25% extra. Reading notices, 50 cts. a count line; telegraphic, first page, 1c. or other pages, 25 cts. a line. Classified, 1c. per word.

See advertisement on page 510.

DAYTON—Population 116,577. On Great Miami River, eight interurban lines and six railroads operating eight divisions. Has excellent water power. Manufactures include cash registers, fare registers, duplicating order registers, aeroplanes, stoves, hollow ware, paper, railroad cars, automobiles, automobile tires, automobile self starting and lighting systems, auto trucks, car fixtures, stationery and office supplies, printers and bookbinders machinery, brick making machinery, plumbers supplies and agricultural implements; also has foundry and machine shops, cotton and woolen mills, wood working shops and

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linseed oil works, paint and varnish works; center of tobacco growing district. State Insane Asylum and National Soldiers Home located here. Annual value of manufactured products, estimated, \$91,760,802.00. Bank clearings during the year 1913, \$122,982,479.78. Total building and loan assets, \$30,116,568.80.

BIFF—Monthly (1st). Comic. Established 1911. Biff Publishing Co., publishers. Subscription, 50 cts.; circulation not given by publisher; 36 pages, 2 columns; length of columns, $7\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Forms close 15th of preceding month. Office, 114 E. Fourth Street.

Advertising rates, \$5 an inch: $\frac{1}{4}$ page, \$8.50; $\frac{1}{2}$ page, \$15; $\frac{3}{4}$ page, \$27.50; one page, \$50; inside cover page, \$75; outside cover page, \$100.

CHOIR HERALD—Monthly. Musical. Established 1897. Lorenz Publishing Co., publishers. Subscription, 90 cts.; claimed average circulation for first six months of 1914, 29,566 net paid; 32 pages, 2 columns; length of columns, $8\frac{1}{2}$ in.; width, $2\frac{3}{4}$ in. Office, 216-218 West Fifth Street.

Advertising rates on application.

CHOIR LEADER—Monthly. Musical. Established 1894. Lorenz Publishing Co., publishers. Subscription, 90 cts.; claimed average circulation for first six months of 1914, 14,233 net paid; 36 pages, 2 columns; length of columns, $8\frac{1}{2}$ in.; width, $2\frac{3}{4}$ in. Office, 216-218 West Fifth Street.

Advertising rates on application.

COUNTRY LIFE IN THE MIAMI VALLEY—Every Thursday. James M. Cox, publisher. Sworn average circulation for year ending March, 1914, 13,881*; 8 pages, 4 columns; length of columns, $15\frac{1}{2}$ in.; width, 15 ems. Can use matrices. Forms close Tuesday preceding.

Advertising rates, agate, 2 cts. a line, flat, years in business.

See advertisement on page 440.

HERALD—Every evening except Sunday. Republican. Established 1879. E. G. Burkam, publisher. Subscription, \$5; sworn detailed average circulation for six months prior to April 1, 1914, 21,800* net paid; 14 to 32 pages, 7 columns; length of columns, $21\frac{1}{4}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, Fourth and Jefferson Streets.

Advertising rates, 6 cts. a line; 1,000 lines, 5 cts.; 3,000 lines, 4 cts.; 5,000 lines or more, $3\frac{1}{2}$ cts. a line. Combination, with daily or Sunday JOURNAL, 6 cts. a line, flat. Educational and resorts, 4 cts. a line, flat. Preferred position, 10 and 25% extra. Reading notices, 25 cts. a count line. Classified, 1 cent a word.

HERALD OF GOSPEL LIBERTY—Every Thursday. Christian. Established 1808. Christian Publishing Association, publishers. Subscription, \$1.50; claimed circulation for year

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1913, 5,916; 32 pages, 3 columns; length of columns, 11 in.; width, 15 ems.

Advertising rates, 60 cts. an inch, with discount on space.

JOURNAL—Every morning including SUNDAY. Republican. Established 1809. E. G. Burkam, publisher. Subscription, daily, \$5; sworn detailed average net circulation for first six months in 1914, daily, 24,186* net; Sunday, 25,680* net; 12 to 20 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, Journal Building, Jefferson and Fourth Streets.

Advertising rates, agate, daily, 6 cts.; Sunday, 8 cts. a line; 1,000 lines, 5 and 7 cts.; 3,000 lines, 4 and 6 cts.; 5,000 lines, $3\frac{1}{2}$ and $4\frac{1}{2}$ cts. a line. Combination, daily or Sunday with evening HERALD, 6 cts. a line, flat. Educational and resorts, daily, 4 cts.; Sunday, 5 cts. a line. Preferred position, 10 and 25% extra. Classified, 1c. a word, flat. Reading notices among pure reading, 25 cts. a line; telegraphic, 50 cts. a line.

NEWS—Every evening except Sunday and SUNDAY MORNING. Independent. Democratic. Established 1908. The Evening News Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending March 31, 1914, daily, 32,585* net paid; Sunday, 15,224* net paid; 12 to 16 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 4th and Ludlow.

Advertising rates, agate, daily or Sunday, $4\frac{1}{2}$ cts. a line. Preferred position, 15 and 25% extra. Classified, 1c. a word. Reading notices, 35 cts. a count line; telegraphic readers, 50 cts. a line. In combination with SPRINGFIELD (O.) NEWS, 6 cts. a line for display.

See advertisement on page 440.

NEWS LEAGUE—

See advertisement on page 440.

OTTERBEIN TEACHER—Monthly. United Brethren. Established 1873. W. R. Funk, publisher. Subscription, 60 cts.; claimed average circulation for year 1913, 12,150; 32 pages, 2 columns; length of columns, $7\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close 10th preceding month.

Advertising rates, agate, 12 cts. a line.

RELIGIOUS TELESCOPE—Every Wednesday. United Brethren. Established 1834. W. R. Funk, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 28,500; 32 pages, 3 columns; length of columns, 11 in.; width, $2\frac{1}{4}$ in. Forms close Monday preceding.

Advertising rates, agate, 16 cts. a line; 1,000 lines within one year, 14 cts. Reading notices, set solid, double display rate; leaded, triple price a count line. For combination rates, see Philadelphia, Pa., PRESBYTERIAN.

WATCHWORD—Every Saturday. United Brethren. Established 1893. W. R. Funk, pub-

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lisher. Subscription, \$1; claimed average circulation for year 1913, 42,100; 16 pages, 3 columns; length of columns, 10½ in.; width, 2½ in.

Advertising rates, agate, 18 cts. a line; 1,000 lines, within one year, 15 cts. Reading notices, set solid, double display rates; leaded, triple price a count line. For combination rates, see Philadelphia FORWARD also PRESBYTERIAN.

YOUNG CATHOLIC MESSENGER—Semi-monthly. Juvenile. Religious. Established 1885. Geo. A. Pfau, publisher. Subscription, 50 cts.; claimed average circulation for year ending April, 1914, 51,000*; 8 pages, 3 columns; length of columns, 11 in.; width, 14 picas.

Advertising rates, agate, 25 cts. a line; 50 lines, 24 cts.; 100 lines, 23 cts.; 250 lines, 22 cts.; 500 lines, 20 cts. a line.

EAST LIVERPOOL—Population 20,387. On Ohio River and 2 railroads. Extensive deposits of potters' clay in vicinity with 38 largest potteries in the world, producing white ware and porcelain; other industries are two of the largest sheet and tin mills in U. S.; flint mills; brick and tile works; rubber factory. Bank resources, \$3,524,842.53. Building and Loan resources, \$4,726,702.96.

REVIEW—Every evening except Sunday. Republican. Established 1884. Louis H. Brush, publisher. Sworn average circulation for six months prior to April, 1914, 5,837* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 15 cts; next to reading, 16½ cts.; full position, 18 cts. an inch; 100 in., or more, 12, 13½ or 15 cts. an inch. Classified, 1c. per word. Reading notices, 10 cts. a line.

TRIBUNE—Every Morning except Sunday. Republican. Established 1876. Morning Tribune Co., publishers. Subscription, \$5.20; sworn average circulation for six months prior to April, 1914, 5,620* net paid; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 20 cts. an inch; on contract, up to 99 in., 18 cts.; 100 in., 16 cts.; 250 in., 14 cts. Reading notices (8 point), 10 cts. a running line. Classified, 1c. per word.

FINDLAY—Population 14,858. County seat of Hancock County. On eight railroads. In the center of an excellent farming and stock raising section; natural gas; petroleum and oil refineries; manufactures include beet sugar, cigar, shoe and churn factories, cooperage and steel works; machine shops, rolling mills, carriage, ditching machine, automobile and auto truck, plow, glass and porcelain works; potteries. Seat of Findlay College. Annual value of manufactured products, \$75,150,650.00. Bank clearings during 1913, \$11,856,768.60.

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REPUBLICAN—Every morning except Sunday. Republican. Established 1886. The Findlay Publishing Co., publishers. Subscription, \$4.50; sworn average circulation for six months prior to April, 1914, 5,484* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; 26 in., 18 cts.; 51 in., 15 cts.; 101 in. or more, 13 cts. an inch. Composition, 5 cts. an inch extra. Classified, 1c. a word. Reading notices, 10 cts. a line.

GRANVILLE—Population 1,394. On Toledo & Ohio Cent. R. R. An educational center, the Denison University, Shepardson College for Women and Doane Academy being located here.

OHIO MESSENGER—Monthly. (First Wednesday). Reform. Established 1877. Ohio W. O. T. U., publishers. Subscription, 35 cts.; claimed average circulation for year 1913, 10,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 20th of preceding month.

Advertising rates on application.

GROVER HILL—Population 676. On Cincinnati, Hamilton and Dayton Railroad. Farming and lumbering carried on extensively throughout the surrounding territory.

TRI-STATE FARMER—Semi-monthly (2nd and 4th Saturdays). Agricultural. Established 1914. The Reporter Publishing Co., publishers. Subscription 50 cts.; claimed average circulation for six months ending August, 1914, 6,245; 8 pages, six columns, length of columns; 20 in.; width, 2½ in. Can not use matrices. Forms close one week in advance.

Advertising rates, 50 cts. an inch; front cover, \$2 an inch. Discount of 10 or 20 per cent on six or twelve insertions.

HAMILTON—Population 35,279. On Miami River and 2 railroads. Has machine shops, agricultural implement works, tanneries, breweries, paper mills, scale, wooden ware, steam engines, wire goods, wagon, stove, safe, tool, blanket, knit goods and office furniture factories, or 135 manufacturing plants in all. Annual value of manufactured products, \$18,184,000.00.

JOURNAL—Every evening except Sunday. Democratic. Established 1886. The Journal Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending April, 1914, 5,090* net; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; 51 in., 22½ cts.; 101 in., or more, within one year, 16 cts. an inch; next reading, 18 cts.; full position, 20 cts. Preferred position, 25% ex-

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tra. Reading notices, 10 cts. a count line, first time, 5 cts. a line each subsequent insertion. Classified, 1c. a word.

REPUBLICAN-NEWS—Every evening except Sunday. Republican. Established 1879. The Republican Publishing Company, publishers. Subscription, \$4; sworn average circulation for six months ending March 31, 1914, as per report to post office department, 6,138* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; 51 in., within one year, 22½ cts.; 101 in., or more, 16 cts.; next reading, 18 cts.; full position, 20 cts. an inch. Composition, 4 cts. an inch additional. Preferred position, extra; classified, 1c. a word. Reading notices, 10 cts. a count line.

JAMESTOWN—Population 1,133. Located on Cincinnati, Hamilton and Dayton R. R., and is surrounded by a farming and stock raising country.

BETTER ROADS AND STREETS—Monthly (1st). Good Roads. Established 1911. Better Roads Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for the first six months 1914, 16,000; 80 pages, 2 columns; length of columns, 11 in.; width, 3¾ in. Can use matrices. Forms close 15th of preceding month.

Advertising rates, full page, \$60; ½ page, \$36; ¼ page, \$18; ⅛ page, \$10, with discounts on 4, 6 or 12 insertions.

LIMA—Population 30,508. 5 railroads and 6 interurban lines. In the center of the Ohio Oil Fields. Industries include extensive oil refineries and the manufacture of railroad locomotives, motor trucks, steel castings, boilers, engines, cars and carriages; mattresses and the largest independent cigar factories in the world. Railroad shops are located here. Bank clearings during 1913, \$25,883,836.39.

NEWS—Every evening except Sunday and SUNDAY MORNING. Independent. Established 1896. Lima News Publishing Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 9,057* net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 28 cts. an inch; 250 in., 26 cts.; 350 in., 24 cts.; 500 in., 22 cts. an inch. Special positions, 10 or 20% extra. Reading notices, 5 cts. a line. Classified, 1c. per word.

REPUBLICAN-GAZETTE—Every morning except Monday. Republican. Established 1852. Republican Gazette Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 5,500; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

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Advertising rates, 15 cts. an inch; next to reading, 16 cts.; full position, 18 cts.; 101 or more in. within one year, 12, 14 or 15 cts. an inch. Composition, 5 cts. an inch, extra. Reading notices, 5 cts. a line. Classified, 1c. per word.

TIMES-DEMOCRAT—Every evening except Sunday. Democratic. Established 1884. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 4,412* net paid; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 100 in., 22 cts.; 300 in., 20 cts.; 500 in., 18 cts.; 1,500 or more in., 15 cts. an inch. Preferred position, 25% extra. Reading notices, 5 cts. a line. Classified, 1c. per word.

LONDON—Population 3,530. On Pittsburgh, Cincinnati, Chicago & St. Louis and Cleveland, Cincinnati, Chicago & St. Louis Railway Systems. Located in a thriving agricultural and stock raising region, with extensive shipment of grain, cattle, hogs, eggs, poultry and other farm products. Other industries are, flour mills; baking pan factory and carriage shops.

MADISON COUNTY DEMOCRAT—Semi-Weekly (Tuesday and Friday). Democratic. Established 1857. Chester E. Bryan, editor and publisher. Subscription, \$1.50; sworn detailed average circulation for first six months of 1914, 5,172*; 8 to 16 pages; 7 columns; length of columns, 19¾ in.; width, 2½ in. Cannot use matrices.

Advertising rates upon application.

LORAIN—Population 28,883. Located in the center of a rich farming community at the mouth of Black River, on 5 railroads and 3 interurban lines. The Queen City of the Great Lakes. Has the best harbor on Lake Erie and to this fact owes her remarkable industrial growth. Is an idea summer resort. The principal industries being steel mills, shipbuilding plant, vapor stove and shovel works. Also ships lumber, grain and other agricultural products. Annual income from various industries \$200,000.00. Bank clearings during 1913, \$6,679,063.86.

TIMES-HERALD—Every evening except Sunday. Republican. F. A. Rowley Estate, publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 5,018* net paid; 8 to 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts. an inch; next to reading, 20 cts.; full position, 25 cts.; 101 in., 14, 16 or 18 cts. an inch. Composition, 5 cts. an inch additional on first insertion. Reading notices, 10 cts. a line. Classified, ½c. per word.

MANSFIELD—Population 20,768. Four railroads and two electric traction lines. Distributing center for excellent grain raising region, terminal grain elevator. In-

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dustries include the manufacture of watch cases, rubber goods, farming implements, boilers, chains, machinery, stoves, carriages, sheet steel, brass goods and cigars. Annual value of manufactured products, \$4,500,000.00. An extensive jobbing business in groceries, hardware, monumental, drugs, agricultural, plumbers supplies and general merchandise amounting to \$2,500,000.00 annually.

NEWS—Every evening except Sunday. Republican. Established 1885. The News Printing Co., publishers. Subscription, \$5; sworn detailed average circulation for six months prior to April, 1914, 7,133* net paid; 10 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 21 cts. an inch; next reading, 22 cts.; full position, 23 cts. an inch; 100 in., or more, 16 cts. an inch; next reading, 17 cts.; full position, 19 cts. an inch. Composition, 5 cts. an inch extra. Classified, 1c. a word, first insertion; ½c. a word, each subsequent insertion. Reading notices, 10 cts. per count line.

MARIETTA—Population 12,923. On Muskingum River; Baltimore & Ohio; Marietta, Columbus and Cleveland and Cleveland, Akron and Cincinnati Railroads. Oil wells in vicinity. Other industries are flour, steel, and tin plate mills; chair, oil wells tools and supply factories; boiler; spoke, rim, bedding, carriage supplies, paint and color works; machine shops and boat building yards

UPLIFT MAGAZINE—Monthly (1st) Home-Education-Health. Established 1914; S. A. Mullikin Co., publishers. Subscription, \$1.50; claimed average circulation for six months ending June, 1914, 50,000; 00 pages, 3 columns, length of columns, 10½ in.; width, 2¼ in. Can use matrices. Forms close first of month preceding.

Advertising rates, agate, 25 cts. a line; full page, (215 lines), \$100; ½ page, \$50; inside cover, \$125; back cover, (2 colors) \$150.

MARION—Population 18,232. Located on 5 railroads and is surrounded by a rich farming country. Is a division point of, and the Erie R. R. shops are located here. Largest producers of steam shovels, dredges and racing sulkies in the world; industries also include silk, piano and shoe factories; threshing machinery and malleable iron works.

STAR—Every evening except Sunday. Independent. Established 1877. The Harding Publishing Co., publishers. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 6,631* net paid; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, 25 cts. an inch; 50 in., 18 cts. an inch; 101 in., or more, 15 cts. an

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inch. Composition, 5 cts. an inch extra. Reading notices, 5 cts. per count line.

MARTINS FERRY—Population 9133. Directly across the Ohio River from Wheeling, W. Va. In Belmont county, population 76856. On three railway systems and Ohio river. Surrounding territory abounds in coal and natural gas. Most prosperous industrial city in U. S. Workmen big wage earners. Principal industries: sheet and tin plate mills, glass, galvanized sheets, metal ceiling bucket and tubs, zinc and acid, heating furnaces, bridge and structural iron, blast furnace, stove foundries, keg, barrel and box factories, mold and novelty works, and metal roofing. Annual payrolls, \$7,500,000. Bank deposits, \$2,000,000.

TIMES—Every evening except Sunday. Republican. Established 1891. Sedgwick Printing Co., publishers. Subscription, \$3; sworn average circulation for six months ending June, 1914, 4,848*; 8 to 16 pages, 7 columns, length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; 100 or more in. within one year, 13 cts.; next to reading, 14 cts.; full position, 16 cts. an inch. Composition, 5 cts. an inch additional. Reading notices, 7 cts. a count line. Classified, 1 ct. per word.

MASSILLON—Population 13,879. On Tuscarawas River, Ohio Canal, Lincoln Highway and three Railway Systems. Market for the richest wheat belt of Ohio. Very heavy coal interests, employing thousands of men. Other industries are sandstone quarries, potters clay and iron ore deposits; threshing machine, engine and iron bridge works; glass, pump and stove factories and a number of large flour mills.

INDEPENDENT—Every evening except Sunday. Republican. Established 1863. The Independent Co., publishers. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 5,372* net; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices.

Advertising rates, 16 cts. an inch; 100 or more in., 14 cts.; next to reading, 18 or 16 cts. an inch. Composition, 5 cts. an inch additional.

MEDINA—Population 2,734. 2 railroads. In the center of fine dairying and grain raising section. Has extensive bee hive works; also planing and flour mills and iron factory.

GLEANINGS IN BEE CULTURE—Semi-Monthly (1st and 15th). Bees, Honey and Home Interests. Established 1873. The A. I. Root Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 21,218* net paid; 54 to 96 pages, 2 columns; length of columns, 8 in.; width 2½ in. Forms close 10th and 25th of each month.

Advertising rates, agate, 25 cts. per line, each insertion, ¼ page, one time, \$12.50; ½

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page, \$25; one page, \$50. Discount on 6 or more pages.

MIDDLETOWN—Population 13,152. On Miami River and Canal, 34 Miles North of Cincinnati and is served by Cin. Ham. & Day; Cin Northern; Clev. Cin. Chic. & St. L. (Big Four) Railway Systems. Principal industries are foundries; paper (seven) corrugated and sheet steel mills; machine shops; bicycle and cigar factories.

NEWS SIGNAL—Every evening except Sunday. Democratic. Established 1888. The Middletown News Printing Co., publishers. Subscription, \$3.00; sworn average circulation for six months prior to April, 1914, 4,080* net paid; 8 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an in.; next to reading, 22 cts.; full position, 25 cts.; 101 in., or more 10, 11, or 12 cts. an in. Composition, 3 cts. an inch additional. Reading notices, 5 cts. a count line. Classified, 4 cts. a line.

See advertisement on page 542.

NEWARK—Population 25,404. On Licking River and 2 railroads and Ohio Electric line. In the center of excellent natural gas, oil, wool, grain and stock raising region. Industries include B. & O. R. R. shops. Automobile trucks, bottles, table ware, soap, beer, ice, steel rails, brick, cement blocks, golf shafts, rubber tires, shoe, stove, glass, steel works, halter, holophone reflectors, sleigh runner, street car and cigar factories; boiler, engine and machine shops and bent wood works. Bank clearings during 1913, \$22,000,000.00.

ADVOCATE—Every evening except Sunday. Democratic. Established 1820. The Advocate Printing Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 4,910 net; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; next to reading, 16 cts.; full position, 18 cts.; 101 in. or more, 12 cts.; next reading, 13 cts.; full position, 14 cts. an inch. Composition, 5 cts. an inch extra. Reading notices, 6 cts. a line. Classified, 1c. a word.

AMERICAN TRIBUNE—Every evening except Sunday. Republican. Established 1887. Newark News Printing and Publishing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 5,260* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 18 cts.; 100 in., 15 cts.; 300 in.; 12 cts.; 500 or more in., 10 cts. an inch. Preferred position, 25% extra. Composition, 5 cts. an inch additional.

NORWOOD—Population 16,185. On 3 railroads, 10 miles distant from Cincinnati. In-

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dustries include a most extensive printing and lithographing establishment; also the manufacture of electrical goods, house furnishings, playing cards, office furniture, tools, safes, stationery, lumber, trunks, pianos.

GAZETTE—Every Thursday. Republican. Established 1896. Hamilton County Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; on contract, 100 in., 20 cts. an inch.

PORTSMOUTH—Population 23,481. On Ohio River and 3 railroads. Industries include paving brick-yards, shoe factories, rolling mills, furniture, gas engine and stove works, and Norfolk and Western Railway shops. Annual value of manufactured products, \$20,000,000.00.

BLADE—Every morning except Sunday. Republican. Established 1850. The Portsmouth News Publishing Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 5,795; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 15 cts. an inch. Classified, ½ c. a word. Reading notices, 10 cts. per count line.

TIMES—Every evening except Sunday. Democratic. Established 1856. Times Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending March, 1914, 7,639* net paid; daily, 12 pages, 8 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 20 cts. an inch; next reading, 23 cts.; full position, 25 cts. an inch; 100 in., or more, 17 cts.; next reading, 18 cts.; full position, 20 cts. an inch. Reading notices, 5 cts. a count line; local readers, local news page, 10 cts. a line, first insertion; 5 cts. a line each subsequent insertion. Classified, 1c. per word.

SANDUSKY—Population 19,989. On Sandusky Bay and 5 railroads. Has a very fine harbor and a very large shipping trade through Lake Erie. Fishing industry is most important, as is likewise the lumber, fruit and wine shipping business and lime manufacture.

REGISTER—Every morning including SUNDAY. Republican. Established 1822. The Register Publishing Co., publishers. Sworn average circulation for year ending March, 1914, 4,477* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 14 cts. an inch; next to reading, 16 cts.; full position, 18 cts.; 100 or more in., 11 cts.; next to reading, 12½ cts.; full position, 14 cts. an inch. Composition, 4 cts. an inch additional. Reading notices, 10 cts. a count line. Classified, 1c. per word.

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STAR JOURNAL—Every evening except Sunday. Democratic. Established 1866. The Alford & Peters Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending March, 1914, 5,485* net paid; 10 and 12 pages, 7 columns; length of column, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 100 in., 18 cts.; 20 in., 16 cts.; 500 in., or more, 14 cts. an inch. Composition, 3 cts. an inch extra. Preferred position, 10 and 25% extra. Classified, 4 lines, or less, 25 cts., for three insertions. Reading notices, 10 cts. a line; telegraphic readers, 25 cts. a line.

SOMERSET—Population 1,286. In center of farming community. Coal in near vicinity. Has brick plant, foundry, creamery, flour and saw mills.

HOLY NAME JOURNAL—Monthly (1st). Catholic men. Established 1906. Bureau of the Holy Name Society, publishers. Subscription, 50 cts; detailed average circulation for year ending June, 1914, 20,000; 16 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Cannot use matrices. Forms close 15th of month preceding. Business office, 871 Lexington Avenue, New York City.

Advertising rates, agate, 20 cts. a line; full page (784 lines), \$100; ½ page, \$60; ¼ page, \$35; ⅓ page, \$17.50, with discount of 10% on three or more insertions within one year.

SPRINGFIELD—Population 46,921. 4 railroads. Industries include the manufacture of water wheels, wringers, agricultural implements, machinery, engines, automobile trucks, piano plates, road rollers, coffins flour; publishing interest also an important industry.

AMERICAN MAGAZINE—See New York City.

FAMILY—Monthly. Literary-Home. Established 1893. Simmons Publishing Co., publishers. Subscription, 25 cts.; guaranteed average circulation for year 1914-15, 600,000; 24 pages; length of columns, 10 in.; width, 2¼ in. Can use matrices. Forms close 20th of preceding month.

Advertising rates, agate, \$2 a line; full page (420 lines), \$840. Reading notices, \$2.50 a line.

See advertisement on page 559.

FARM AND FIRESIDE—Bi-weekly. (Every other Saturday.) Agricultural and Family. Established 1877. The Crowell Publishing Co., publishers. Subscription, 50 cts.; detailed average circulation for year 1913, 553,759*, combined Western and Eastern editions (about equally divided); 24 to 48 pages, 4 columns; length of columns, 14½ in.; width, 2¼ in. Forms close third Friday previous to date of publication.

Advertising rates, agate, both Western and Eastern editions, \$2.50 per line, each inser-

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tion. Eastern or Western edition singly, ½ above rates. Discount, 10% for ¼ page (200 lines), or more in one issue.

FARM ENGINEERING—Monthly (1st). Agricultural. Established 1913. Farm Engineering Pub. Co., publishers. Subscription, 50 cts.; detailed average circulation for year ending August, 1914, 56,239*; 28 pages, 4 columns, length of columns, 12½ in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding.

Advertising rates, agate, 25 cts. a line, flat.

FARM NEWS—Monthly. Agricultural and Live Stock. Established 1882. The Simmons Publishing Co., publishers. Subscription, 25 cts.; guaranteed average circulation for 1914-15, 400,000; 48 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close 20th preceding month.

Advertising rates, agate, \$1.60; full page (420 lines), \$672; back cover (two colors), \$700. Reading notices, \$2.40 a line.

See advertisement on page 546.

HOUSEHOLD JOURNAL AND FLORAL LIFE—Monthly. Family and Floral. Established 1908. The Central Publishing Co., publishers. Subscription, 25 cts.; detailed average circulation for year 1913, 274,575*; 24 to 64 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Forms close 15th preceding month.

Advertising rates, agate, \$1 a line; full page (420 lines), 88¼ cts. a line. Reading notices, \$1.25 per agate line.

IMPLEMENT AGE—Every Saturday. Trade. Established 1892. The Implement Age Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 6,100; 24 or more pages, 3 columns reading or four columns advertising; length of columns, 12 in.; width, 2¾ or 2½ in. Cannot use matrices. Office, 30 Kelly Building.

Advertising rates, \$2 an inch; full page, \$52; ½ page, \$27; ⅓ page, \$19; ¼ page, \$15; ⅙ page, \$10.50; ⅛ page, \$8.50. Reading notices, add ⅓ to display rate. Discount allowed on 2, 4, 9, 13, 20, 26, 40 or 52 insertions.

NEWS—Every evening except Sunday, and Sunday Morning. Independent Democratic. Established 1817. The Press-Republic Co., publishers. Subscription, \$3.60; sworn detailed average circulation for year ending February, 1914, daily, 11,868* net; Sunday, 10,618* net; 10 or more pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2 cts. a line. Preferred position 15 or 25% extra. Reading notices, 15 cts. a line; telegraphic readers, 25 cts. a line. Classified, 1c. a word. In combination with Dayton (O.) NEWS, 6 cts. a line for display.

See advertisement on page 449.

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NEWS LEAGUE—

See advertisement on page 440.

POULTRY SUCCESS—Monthly. Poultry and Agricultural. Established 1889. The A. D. Hosterman Co., publishers. Subscription, 50 cts.; guaranteed average circulation for year 1914-15, 50,000* paid in advance; 100 to 200 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 25 cts. a line; \$3.50 an inch per month; 61 in. used within one year, \$3; 120 or more in., \$2.35 an inch. Classified, 5 cts. per word.

SUN—Every morning including SUNDAY. Independent. Established 1894. The Sun Publishing Co., publishers. Subscription, \$3.65; sworn detailed average circulation for six months ending March 31, 1914, 11,846* net paid; 8 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, transient, 5 cts. a line; 1,000 lines, within one year, 3 cts.; 2,000 lines, 2 cts.; preferred position, 25% extra. Classified, 1c. a word. Reading notices, 15 cts. a count line; 100 lines, 12 cts.; 500 lines, 10 cts.; telegraphic readers, 50 cts. a count line.

TIMES—Every Friday. Republican. Established 1872. Times Printing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,200; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch.

WOMAN'S HOME COMPANION—Monthly (15th of month preceding). Literary and Home. Established 1873. The Crowell Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 811,916; 4 columns to page; length of columns, 14½ in.; width, 2½ in. Forms close 25th of third preceding month.

Advertising rates, agate, \$4.50 a line; ¼ page, \$900; 100 lines double column, \$180; ½ page, \$1,620; full page, \$3,240; 2d, 3d and 4th cover pages (in colors), rates furnished on application.

TOLEDO—Population 168,497. Maumee River affords exceptionally fine harbor for lake shipping. Lake freight consists principally of coal, iron ore, grain, lumber, etc. Has 23 railroads and 11 interurbans; 35 miles of possible dockage. Excels all Lake Erie Ports in shipments of soft coal and is said to be the largest clover seed market in the world. An important industrial city, principal manufactured products being glass, automobiles, bicycles, coffee, flour, wagon, and all branches of iron and steel production, from pig iron to bridges. Value of manufactured products in 1913, \$112,000,000.00. Bank deposits, \$57,305,160.00. Bank clearings during 1913, \$297,469,643.00.

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AMERICAN MEDICAL COMPEND—Monthly (15th). Medical. Established 1874. Toledo Medical & Surgical Reporter Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 10,000; 40 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 15th preceding month. Office, Cor. Adams and Michigan Street.

Advertising rates, ¼ page, one time, \$15; three months, \$30; six months, \$50; one year, \$75; ¼ page, one time, \$20; three months, \$50; six months, \$75; one year, \$100; ½ page, one time, \$30; one year, \$150; one page, one time, \$50; one year, \$250. Reading notices, 50 cts. a line.

AMERYKA-ECHO—Every Saturday. Independent. Polish. Established 1887. A. A. Paryski, publisher. Subscription, \$2.25; claimed average circulation for year 1913, 150,000; 20 to 32 pages, 7 columns; length of columns, 21 in.; width, 2 in. Office, 1142-56 Nebraska Avenue.

Advertising rates, \$4 an inch. Reading notices, 40 cts. a line. Classified, 4 cts. per word.

BLADE—Every evening except Sunday, and WEEKLY, Thursdays. Independent. Republican. Established 1836. The Toledo Blade Co., publishers. Subscription, daily, \$5; weekly, \$1; claimed average circulation for year 1913, exceeding 40,000* net; weekly, exceed 225,000; daily, 14 to 32 pages, weekly, 8 pages; daily or weekly, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, daily, agate, 15 cts. a line; 1,000 lines within one year, 12 cts.; 2,500 lines, 10 cts.; 5,000 lines, 9 cts.; 10,000 lines or more, 8 cts. a line. Preferred position, 10 and 25% extra. Mail order copy, 9 cts. a line. Classified, 5 cts. a line. Reading notices, 35 cts. a count line. Weekly, agate, 60 cts. a line. Preferred position, 20% extra. Reading matter, \$1 a line. Classified 60 cts. a line.

See advertisement on page 561.

DENTAL SUMMARY—Monthly. Dental. Established 1881. The Ransom & Randolph Co., publishers. Subscription, \$1; claimed circulation for year 1913, 8,000 net; 164 to 192 pages, one column; length of column, 8 in.; width of page, 5½ in. Can use matrices.

Advertising rates, full page, \$20; ½ page, \$12; ¼ page, \$8; ¼ page, \$5, with discounts for time and space contracts.

ECHO POLSKIE—Daily except Sunday. Independent (Polish). Established 1864. A. A. Paryski, publisher. Subscription, \$3; claimed average circulation for year 1913, 16,000; 4 to 8 pages, 7 columns; length of columns, 21 in.; width, 2 in. Can use matrices. Office, 1140-56 Nebraska Ave.

Advertising rates, 50 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c. per word.

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EXPRESS—Every evening except Sunday, and WEEKLY, Thursdays. German. Republican. Established 1853. The Express Publishing and Printing Co., publishers. Subscription, daily, \$5; weekly, \$1; sworn claimed average circulation for six months prior to April, 1914, daily, 7,232* net; weekly, claimed average for 1913, 11,208 net; daily, 8 to 24 pages; weekly, 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 15-17 Superior St.

Advertising rates, daily or weekly, 35 cts. an inch; 51 in., 30 cts.; 101 in., or more, 25 cts. an inch; preferred position extra. Classified, 1c. per word. Reading notices, 10 cts. a count line. Business notices, 5 cts. a count line.

FAMILY GROCER MAGAZINE—Monthly (1st). Home and Housekeeper. Established 0000. Family Grocer Publishing Co., publishers; Subscription, 25 cts.; claimed average circulation for year 1913, 4,500; 16 pages, 2 columns; length of columns, 9 in.; width, 3 in. Cannot use matrices. Forms close 20th of month preceding. Office, 212 Chamber of Commerce.

Advertising rates, full page, \$15; ½ page, \$10; ¼ page, \$6, with discounts on 3, 6 or 12 month contracts.

NEWS-BEE—Every evening except Sunday. Independent. Established 1877. Toledo Newspaper Co., publishers. Subscription, \$3; sworn detailed average circulation for six months prior to April 1, 1914, 67,947* net paid; 8 to 20 pages, 8 columns; length of columns, 22¼ in.; width, 12½ ems. Can use matrices.

Advertising rates, agate, 9½ cts. a line; full position, 11½ cts.; 2,500 lines, 9 cts.; full position, 11 cts.; 5,000 lines within one year, or 6 in., or more per week for 52 consecutive weeks, 8½ cts.; full position, 10½ cts. a line. Reading notices, 35 cts. a line. Classified, 1c. per word. Resorts, publishers, schools and colleges, 8½ cts. a line.

NIEDZIELA—Every Sunday. Educational. Polish. Established 1910. A. A. Paryski, publisher. Subscription, \$1.25; claimed average circulation for year 1913, 16,000; 30 to 40 pages, 3 columns; length of columns, 9 in.; width, 2 in. Can use matrices. Office, 1154 Nebraska Avenue.

Advertising rates, \$1 an inch. Reading notices, 10 cts. a line. Classified, 2 cts. a word.

TIMES—Every morning including SUNDAY. Independent. Established 1908. Toledo Times Publishing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, daily, 16,507*; Sunday, 19,026*; 8 to 40 pages, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, 234-36 Superior Street.

Advertising rates, daily or Sunday, agate, 4 cts. a line, flat; position, 5 cts. Classified, 1c. a word. Reading notices, 25 cts. a line.

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URBANA—Population 7,739. 3 railroads. Has furniture, fruit packing, egg case, carriage and canning factories, straw board and woolen mills, pickling plant, railroad car, flour, saw and paper mills. Seat of Urbana University. Annual value of manufactured products, \$15,000,000.00. Bank clearings during the year 1913, \$21,000,000.00.

DEMOCRAT—Tri-Weekly. Mondays, Wednesdays and Fridays. Democratic. Established 1854. Gaumer Pub. Co. (Inc.), publishers. Subscription, \$2.50; sworn average circulation for six months ending March, 1914, 4,750* net; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 15 cts. an inch; on contract, 100 in., 12 cts. an inch; composition, 5 cts. an inch additional. Position, 10 or 25% extra. Classified, 1c. per word.

WESTERVILLE—Population 2,250. Located near Columbus, on Cleveland, Akron and Cincinnati R. R., and on interurban electric. Is in the center of a thriving agricultural region. Otterbein University and the national headquarters of the Anti-Saloon League of America are located here.

AMERICAN ISSUE—Weekly, Bi-Weekly, and Monthly. Temperance. Established 1894. The American Issue Publishing Co., publishers. Sixteen state editions per month, aggregating a sworn circulation for year ending April 30, 1914, 281,222*; 16 to 20 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Can use matrices.

Advertising rates, covering all editions, 50 cts. an agate line.

NEW REPUBLIC—Every Friday. Prohibition. Established 1913. American Issue Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for six months ending June, 1914, 54,766*; guaranteed from June, 1914, 100,000; 4 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 35 cts. a line.

YOUNGSTOWN—Population 79,066. 4 railroads. Iron and steel manufactured very largely and includes foundries and machine shops, pipe works, mills, furnaces, boiler works and other industries including the manufacture of galvanized sheets and pipe, water and oil tanks, steam and gas engines, and metal furniture. Annual value of manufactured products, \$81,000,000.00. Bank clearings during the year 1913, \$82,978,542.96.

TELEGRAM—Every evening except Sunday. Independent-Republican. Established 1851. The Telegram Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 15,149* net;

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8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts a line; 1,500 lines, or more, 2½ cts. a line. Preferred position or 25% extra. Classified, 4 cts. a line; consecutive insertions, 3 cts. a line. Reading notices, 20 cts. a line.

See advertisement on page 442.

VINDICATOR—Every evening except Sunday, SUNDAY MORNING, and SEMI-WEEKLY, Mondays and Thursdays. Democratic. Established 1868. The Vindicator Printing Co., publishers. Subscription, daily, \$5; Sunday, \$2; weekly, \$1; sworn average circulation for six months prior to April, 1914, daily, 18,863* net paid; Sunday, 15,000* net paid; weekly, claimed, 4,500; daily, 16 to 32 pages; Sunday, 36 pages; weekly, 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 7½ cts. a line; 1,400 lines within one year, 4 cts. a line; 3,500 lines, 3 cts.; 7,000 lines and over, 2½ cts. a line; strictly mail order advertising, 3 cts. a line. Classified, 1c. per word. Reading notices, 20 cts. per count line; telegraphic readers, 50 cts. a count line. Semi-weekly display, agate, 3 cts. a line; on time contracts, 2 cts. a line.

See advertisement on page 516.

ZANESVILLE—Population 28,026. 10 railroads. Surrounded on all sides by extensive coal, gas and oil fields and thriving industrial towns whose people trade almost exclusively in Zanesville; manufactures include agricultural implements, brick, mosaic tile, glass and tube works, rolling mills, furnaces, flour mills, stove foundries, breweries, potteries; also railroad shops.

OKLAHOMA

ARDMORE—Population 86,018. 3 railroads. Distributing center for excellent grazing and farming section; petroleum, oil, gas; asphalt and coal mines in near vicinity; excellent cotton market.

ARDMORE—Every evening except Saturday and Sunday evening. SUNDAY MORNING. Democratic. Established 1893. Ardmore Publishing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 4,022* net paid; 8 pages, 7 columns; length of columns, 19½ in.; width, 2¼ in.

Advertising rates, 25 cts. an inch; on contract, less than 100 in., 23 cts. an inch; 100 in., 21 cts.; 500 in., 17 cts.; preferred position, 15% extra. Reading notices, 7½ cts. a line. Classified, 1 cent a word, first insertion; subsequent insertions, ½ cent a word.

ENID—Population 13,799. Located in rich and thriving agricultural district on three

OHIO

SIGNAL—Every evening except Sunday. Democratic. Signal Co., publishers. Established 1864. Subscription, \$5.20; sworn average circulation for six months prior to April, 1914, 8,480* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 21 cts. an inch; 101 or more in., 18 cts. an inch; preferred position, extra. Classified, 1 cent per word. Reading notices, 10 cts. a line.

SUNDAY NEWS—Every Sunday. Independent. Established 1883. Ad. Ellsperman, publisher. Subscription, \$1; claimed average circulation for year 1913, average, 8,412; 32 to 72 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 26 issues, 22 cts.; 52 issues, 20 cts. an inch. Local readers, 10 cts. a line. Want ads, 30 words, 25 cts.

TIMES-RECORDER—Every morning except Sunday. Independent Republican. Established 1885. The Times Recorder Co., publishers. Subscription, \$5; sworn detailed average circulation for year 1913, 15,834* net; 10 to 16 pages, 7 columns; length of columns, 20¼ in.; width, 2¼ in. Can use matrices.

Advertising rate, 35 cts. an inch; next to reading 38½ cts.; full position, 42 cts. an inch; 100 in. or more, 28 cts. an inch; next to reading, 31½ cts.; full position, 35 cts. an inch. Composition, 3½ cts. an inch extra. Classified, 25 words or less, per time, 25 cts. Reading notices, 10 cts. a count line.

railway systems, 10 lines in all. A trade center for grain, live stock, poultry, alfalfa and broom corn. A wholesale distributing point. Other industries consist of agricultural implements and meat product manufactures, steel and iron, wire and flour mills. Annual value of manufactured and agricultural products, \$606,000.00. Bank clearings during year 1913, \$31,000,000.00.

EAGLE—Every evening except Saturday and SUNDAY morning. Republican. Established 1892. Eagle Printing and Publishing Co., publishers. Subscription, \$5; sworn average circulation for year 1913, 3,300* net; 6 to 16 pages, 7 columns; length of columns, 20¾ in.; width, 2¼ in. Can use matrices.

Advertising rates, 25 cts. an inch; 100 in., 22 cts.; 500 in., 20 cts.; 1,000 or more in., 18 cts. an inch. Reading notices, 15 cts. a line; 100 or more lines, 10 cts. Classified, 1 cent per word.

OKLAHOMA

OKLAHOMA

EVENTS—Every Thursday. Independent Established 1893. F. Everett Purcell, publisher. Subscription, \$1; claimed average circulation for year 1913, 4,400; 8 to 20 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 22 cts. an inch. Composition, 2 cts. an inch additional. Reading notices, brevier, 35 cts.; nonpareil, 42 cts. an inch.

GUTHRIE—Population 11,654. 5 railroads. Distributing point for excellent agricultural section; industries include cotton gins and very large lumbering and milling interests.

LEADER—Every evening except Sunday, and **OKLAHOMA WEEKLY**, Thursday. Democratic. Established, daily, 1892. The Leader Printing Co., publishers. Subscription \$4; weekly, \$1; claimed average circulation for year 1913, 12,482; weekly, 13,155; either edition 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; on contract, 2,000 lines within one year, 5 cts.; 5,000 lines, 4 cts.; 10,000 lines, 3½ cts.; 14,000 lines, or more, 3 cts. a line; preferred position 15, 25 or 50% extra. Reading notices, 15 cts. a line, 100 lines, 12½ cts.; 500 lines, 10 cts.; 1,000 lines, 8 cts. a count line. Classified, 1 ct. a word. **WEEKLY**, display, 10 cts., a line; 3,000 lines on yearly contract, 8 cts.; 5,000 line, or more, 6 cts. a line. Readers, 25 cts.; 100 lines, 20 cts.; 500 lines, 15 cts.; 1,000 lines or more, 12½ cts., a count line.

MCALISTER—Population 12,954. Two railroads with two branches and one inter-urban line which serves a population of 50,000. Center of excellent farming and fruit growing land; coal mining extensively carried on; annual mine payroll in county, \$2,000,000.00. Other industries include brick plant, bed factory, macaroni factory, wholesale grocery and hardware (seventeen wholesale establishments). Annual value of manufactured products, \$350,000.00.

NEWS-CAPITAL—Every evening except Sunday. Democratic. Established 1893. News-Capital Co., publishers. Subscription, \$1.80; sworn average circulation for six months prior to April, 1914, 3,651* net paid; 6 to 14 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 14 cts. an inch; 3 cts. an inch extra for composition. Classified, 1 cent a word.

MOUNDS—Population 701. Located 10 miles from Sapulpa on the St. L. & S. F. R. R., farming being the chief industry. In the vicinity of large gas and oil wells.

O. K. POULTRY JOURNAL—Monthly (15th). Poultry. Established 1912. Clarence G. Dalton, publisher. Subscription, 50 cts.; claimed average circulation for first six months 1914, 8,960; 28 to 52 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close 1st of preceding month.

Advertising rates, \$1.40 an inch, with discount for time and space.

MUSKOGEE—Population 25,278. 4 railroads and 1 interurban line. Trade center for a wide territory. Live stock, hay, oats, wheat, potatoes and cotton raised and shipped extensively; has oil wells and natural gas; industries include two main and two division railroad shops; tool works; machine shops; garment factory; oil refineries; flour and lumber mills; cotton compress; hay presses; agricultural implements; brick works and cotton gins. St. Joseph's College, Bacone University and Woman's College located here. Bank clearings during 1913, \$45,835,443.70.

INTERSTATE FARMER—Semi-Monthly (1st and 15th). Agricultural and Live Stock. Established 1887. W. I. Drummond, publisher. Subscription, 50 cts.; detailed average circulation for year 1913, 31,887*; 16 to 32 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in. Forms close 10th and 25th preceding.

Advertising rates, agate, 12 cts. a line; 500 lines, 11 cts.; 1,000 lines, 10 cts. a line. Reading notices, 15 cts. per line, flat. Classified, 2 cts. a word.

PHOENIX—Every morning except Monday. Republican. Established 1901. Phoenix Printing Co. (Inc.), publishers. Subscription, \$5.20; sworn detailed average circulation for first six months 1914, daily, 10,910* net; Sunday, 11,472* net; 8 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; 1,000 lines, within one year, 3 cts.; 2,000 lines, 2 cts. a line. Full position, 25% extra. Reading notices, 10 cts. a line; telegraphic, 75 cts. a line. Classified, 1 cent a word.

TIMES-DEMOCRAT—Every evening except Sunday. Democratic. Established 1893. Eugene M. Kerr, publisher. Subscription, by mail, \$4; by carrier, \$5.20; sworn average circulation for six months prior to April, 1914, 10,882* net paid; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 42 cts. an inch; 100 in., 35 cts. an inch; 200 in., or more, 30 cts. Preferred position, 10 and 25% extra. Classified, 1 cent per word. Local notices, 15 cts. a count line; nonpareil, without star, 20 cts.; brevier, without star, 30 cts. a count line. Telegraphic notices, 50 cts. a count line.

With 100 point merchandise and faith in advertising, any business can profitably advertise in some form or other.

OKLAHOMA

OKLAHOMA CITY—Population 64,205. Four railway systems operating eight different lines, also interurban lines running North, South and West. Largest city and most important distributing center in the state; industries include meat packing plants; machine shops; iron foundries; soap, mattress and cracker factories; ice plant; oil refineries, both cotton and petroleum; cotton seed crushing mills and cotton compress. Total value of manufactured products 1913, \$48,600,000.00. Bank clearings during year 1913, \$91,800,231.00.

LIVE STOCK NEWS—Every evening except Sunday. Established 1910. Daily Live Stock News Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 7,842; 4 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch, ranging down to 25 cts. for time and space. Discount 10% when electros are furnished.

NEWS—Every evening except Sunday. Independent. Established 1906. The Oklahoma News Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 15,478* net paid; 8 to 12 pages, 8 columns; length of columns, 20½ in.; width, 2 in. Can use matrices.

Advertising rates, agate, 3½ cts. a line; full position, 4 cts.; 2,500 lines, 3¼ cts.; full position, 3¼ cts.; 5,000 lines, or not less than 6 in. a week for 52 weeks, 3 cts. a line; full position, 3½ cts. a line. Resorts, publishers, schools and colleges, 3 cts. a line, flat. Reading notices, 15 cts. a line. Classified, ½ cent a word.

OKLAHOMA FARMER—Semi-Monthly (10th and 25th). Agricultural. Established 1890. Arthur Capper, publisher. Subscription, 50 cts.; sworn detailed average circulation for 1913, 52,552* net paid; 16 to 32 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Forms close 5 days in advance. Can use matrices.

Advertising rates, agate, 25 cts. a line; full page, \$150. Preferred position, extra. Reading notices, 50 cts. a count line.

See advertisement on colored insert between pages 476 and 477.

OKLAHOMA FARMER AND STOCKMAN—Semi-Monthly (10th and 25th). Agricultural. Established 1889. Oklahoma Publishing Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for six months ending July, 1914, 95,313* net paid; 24 to 36 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices. Forms close 7 days in advance.

Advertising rates, agate, 30 cts. a line; full page (756 lines), \$225. Preferred position, 15% extra. Readers, nonpareil, 50 cts. a line. Classified, 5 cts. per word.

See advertisement on page 498.

OKLAHOMA FARM JOURNAL—Semi-Monthly (1st and 15th). Agricultural. Farm

OKLAHOMA

Journal Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for year 1913, 52,050*; 16 to 40 pages, 4 columns; length of columns, 13¼ in.; width, 2½ in. Forms close 9th and 24th of the month.

Advertising rates, agate, 25 cts. a line. Special position, 20% extra.

OKLAHOMAN—Every morning, including SUNDAY. Democratic. Established 1889. Oklahoma Publishing Co., publishers. Subscription, daily and Sunday, \$5; sworn average circulation for year 1913, daily, 41,040*; Sunday, 46,072*; daily, 12 to 20 pages; Sunday, 34 to 60 pages; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, agate, 10 cts. a line; 1,000 lines, or 52 times on yearly contract, 8 cts.; 3,000 lines or 104 times, 7 cts.; 5,000 lines, or 156 times, 6½ cts. Sunday, 11 cts. a line; 1,000 lines, 9 cts.; 3,000 lines, 8 cts.; 5,000 lines, 7½ cts. a line. One contract may be made to cover either daily or Sunday. Schools and resorts or mail order copy, minimum rate flat. Preferred position, 15 and 25% extra. Classified, daily, 1c.; Sunday, 1½c. per word. Reading notices, 25 cts. a line; telegraphic readers, \$1 a line.

TIMES—Every evening except Sunday. Republican. Established 1889. Oklahoma City Times Publishing Co., publishers. Subscription, daily, \$3; sworn average circulation for six months ending March 31, 1914, 13,643*; daily, 8 to 24 pages; Friday issue, 16 to 24 pages; 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; 1,000 lines, within one year, 3½ cts.; 2,000 lines or more, 3 cts.; preferred position, 10 and 25%. Strictly mail order advertising, 3 cts. flat a line. Reading notices, 15 cts. a line; 1,000 lines within one year, 12 cts. a count line. Classified, 1c. a word first insertion; ½c. a word, each subsequent insertion.

TULSA—Population 18,182. 4 railroads. Distributing point for a very rich agricultural section; has largest supply of natural gas and oil, within a circle of fifty miles of Tulsa, in the world; there are also large beds of coal in every direction; industries include the manufacture of furniture, cement blocks, oil well supplies, bricks, boilers, tanks, glass, automobiles and nitroglycerine. Annual value manufactured products, \$3,000,000.00. Bank clearings during 1913, \$60,511,840.00.

DEMOCRAT—Every evening except Saturday. SUNDAY morning. Democratic. Established, 1895. The Democrat Printing Co., publishers. Subscription, \$4; sworn average circulation for nine months ending April, 1914, 9,463* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 50 cts. an inch; 100 in., 40 cts.; 500 in., 35 cts.; 1,000 in. or more,

OKLAHOMA

30 cts. an inch. Special position, 20% extra. Readers, 15 cts. a line; 100 lines or more, 10 cts. a line. Classified, 1c. per word.

OKLAHOMA WORLD—See World.

SUN—Evening edition of World, which see.

WORLD—Every morning except Monday; SUN, every evening except Sunday and weekly; OKLAHOMA WORLD, Thursday. Independent. Established 1905. World Publishing Co., publishers. Subscription, morn-

OKLAHOMA

ing or evening, \$5; weekly, 50 cts.; sworn detailed average circulation for six months prior to April, 1914, morning, 10,840*; evening, 3,146*; weekly, 73,210* net; daily or weekly, 8 to 36 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, morning, 2½ cts.; evening, 1½ cts. a line, flat; combination, 3 cts. a line. Special position, 10, 15 and 25% extra. Reading notices, morning, 10 cts.; evening, 5 cts. or combination, 12 cts. a count line. Classified, inserted in both morning and evening, 1c. per word. Weekly, 20 cts. a line, flat; full position, 25 cts. a line.

OREGON

HOOD RIVER—Population 2,331. 2 railroads. Fruit growing principal industry with lumbering carried on most extensively; industries include cannery and box and vinegar factories, flour and saw mills.

BETTER FRUIT—Monthly. Fruit Culture. Established 1906. E. H. Shepard, publisher. Subscription, \$1; sworn detailed average circulation for year ending April, 1914, 13,192*; 54 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 5th preceding month.

Advertising rates, agate, 20 cts. a line, flat.

LENTS—Population 4,000. Located 7 miles from Portland on the Portland Railway. In the center of a prosperous farming and lumbering community.

PACIFIC GRANGE BULLETIN—Monthly (1st). Independent. H. H. Darnell, publisher. Subscription, 20 cts.; circulation not given by publisher; 16 pages, 4 columns; length of columns, 11 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 75 cts. an inch.

MCMINNVILLE—Population 2,400. So. Pac. Ry. Stock raising, wheat, English walnuts, apples, prunes, cherries and hop growing; industries include sash and door factories; creameries, planing mills and flour mills; McMinville College located here. Annual value of manufactured products, \$500,000.00. Bank clearings during year 1913, \$4,000,000.00.

PACIFIC BAPTIST—Every Saturday. Baptist. Established 1877. Pacific Baptist Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 5,725; 32 pages, 3 columns; length of column, 9¼ in.; width of type column, 2½ in.

Advertising rates, 5 cts. a line, with discount of 20% on 500 lines or 13 times; 33½% on 1,000 lines or 26 times; 40% on 2,000 lines or 52 times.

MOUNT ANGEL—Population 545. So. Pac. Ry. Grain and hops raised and dairy products an extensive industry. Has brick yards, creamery and coopers. Annual value of manufactured products, \$67,000.00. Bank clearings during the year 1913, \$800,600.00.

ARMEN SEELEN FREUND—Monthly. Catholic. Benedictine Fathers, publishers. Subscription, \$1, claimed average circulation for 1913, 15,000; 24 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, \$3 an inch, with discounts of 5, 10 or 15% on 3, 6 or 12 consecutive insertions.

MOUNT ANGEL MAGAZINE—Monthly. Catholic. Literary. Benedictine Fathers, publishers. Subscription, \$1; claimed average circulation for 1913, 12,000; 24 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, \$3 an inch, with discounts of 5, 10 or 15% on 3, 6 or 12 consecutive insertions.

ST. JOSEPH BLATT—Every Friday. German. Catholic. Established 1888. Benedictine Fathers, editors and publishers. Subscription, \$1; claimed average circulation for 1913, 26,000; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, \$1 an inch; 3 months contract, 80 cts.; 6 months, 65 cts.; 12 months, 50 cts. an inch. Preferred position, 5% extra.

PORTLAND—Population 207,214. On Willamette River, with direct ocean steamer connections with coast and foreign ports. Vast export trade in fruits, oats, wool, flour, wheat and lumber. Leading lumber port of the world; leading wheat exporting city in U. S.; industries include the manufacture of lumber, iron and woolen goods, soap, paints, oil, pottery, lime, carriages, furniture, paper and lime. Medical and Law Departments of the University of Oregon lo-

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cated here. Annual value of manufactured products, approximately, \$55,000,000.00. Bank clearings during year 1913, \$627,818,010.31.

CHAMBER OF COMMERCE BULLETIN (The Oregon County).—Monthly. Commercial. David N. Mosessohn, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 26,650; 52 to 144 pages, 2 columns; length of columns, 9 in.; width, 2½ and 3¼ in. Forms close 25th preceding month. Office, Chamber of Commerce Bldg.

Advertising rates, agate, 36 cts. a line; per inch, \$5; ¼ page, \$20; ½ page, \$35; one page, \$60. Discount, 5, 10 and 15% on 3, 6 and 12 months, respectively.

DEUTSCHE ZEITUNG—Every Thursday. German. Independent. Established 1904. A. E. Kern & Co., publishers. Subscription, \$1; circulation not given by publisher; 12 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, 215 Second Street.

Advertising rates, agate, 2,000 lines, within one year, 7½ cts a line; 5,000 lines, 6 cts.; 10,000 lines, 5 cts. a line.

JEWISH TRIBUNE—Every Friday. Jewish. Family. Established 1903. David N. Mosessohn, publisher. Subscription, \$2; claimed average circulation for year 1913, 9,700; 12 to 60 pages, 5 columns; length of columns, 18 in.; width, 2¼ in. Office, Chamber of Commerce Building.

Advertising rates, agate, \$1 an inch, with discounts of 10, 20 or 25% on 3, 6 or 12 months contract.

JOURNAL—Every evening, except Sunday. **SUNDAY MORNING JOURNAL**, and **SEMI-WEEKLY OREGON JOURNAL**, Tuesdays and Fridays. Independent. Established 1902. C. S. Jackson, publisher. Subscription, daily, \$5; Sunday, \$2.50; semi-weekly, \$1.50; sworn average circulation daily for first six months in 1914, 49,322*; Sunday, 54,025*; semi-weekly, claimed average for year 1913, 14,500; daily, 16 to 24 pages; Sunday, 68 to 78 pages; semi-weekly, 10 to 12 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Broadway and Yamhill Streets.

Advertising rates, agate, daily, 10 cts.; Sunday 10½ cts. a line; on yearly contract, 1,000 lines, 8½ or 9 cts.; 3,000 lines, 8 or 8½ cts.; 5,000 or more lines, 7½ or 8 cts. a line for daily or Sunday, respectively. Preferred position, 10 and 25% extra. Classified, daily or Sunday, 8 cts. a line. Reading notices, 35 cts. a line; telegraphic, \$1 a line. **SEMI-WEEKLY**, display, 4 cts. a line, flat. Classified, 8 cts. a line a week (two insertions). Readers, 15 cts. a line.

NACHRICHTEN—Every Thursday. German. Independent. Established 1887. German Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 5,200; 12 to 36 pages, 7 columns; length of

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columns, 20 in.; width, 2½ in. Office, 100½ Front Street.

Advertising rates, 50 cts. an inch; one month, 40 cts.; three months, 35 cts.; six months, 30 cts.; one year, 25 cts. an inch. Readers, 15 cts. a line. Classified, 1c. per word.

NEWS—Every evening except Sunday. Independent. Established 1906. The Portland News Publishing Co., publishers. Subscription, \$3.25; sworn average circulation for year ending March, 1914, 19,093* net paid; 6 to 16 pages, 8 columns; length of columns, 20 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 3½ cts. a line; full position, 4 cts.; 2,500 lines, 3¼ cts.; full position, 3¼ cts.; 5,000 lines, within one year, 3 cts.; full position, 3½ cts. a line. Reading notices, 15 cts. a line. Classified, 1c. per word. Resorts, publishers, schools and colleges, 3 cts. a line, flat.

NORTHWEST PACIFIC FARMER—Every Thursday. Established 1870. Frank Lee, publisher. Subscription, \$1; claimed average circulation for year 1913, 20,100; 16 to 32 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Office, 211½ Oak Street.

Advertising rates, agate, 10 cts. a line, flat. Preferred position, 20% additional. Readers, 14 cts. additional.

OREGON FARMER—Semi-monthly (1st and 15th). Agricultural. Established 1891. Northwest Farm Press Co., publishers. Subscription, 50 cts.; detailed average circulation for three months ending August, 1914, 16,955*; 20 to 32 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Office, Stock Exchange Building.

Advertising rates, \$1.40 an inch. In combination with Idaho Farmer and Washington Farmer, \$3.22 an inch.

OREGONIAN—Every morning including Sunday, and **WEEKLY OREGONIAN**, Thursdays. Daily, Independent-Republican; weekly, Independent-Republican and Agricultural. Established 1850. Oregonian Publishing Co., publishers. Subscription, daily, \$7.50; Sunday, \$2; daily and Sunday, \$9; weekly, \$1.50; sworn detailed average circulation for year 1913, daily, 55,714* net; Sunday, 71,781* net; weekly, 27,000*; daily, 14 to 24 pages; Sunday, 72 to 90 pages; weekly, 16 pages; 7 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 12½ cts. a line; Sunday, 12½ cts. a line, flat. Open space, within one year, daily only, 500 lines, 11½ cts.; 1,000 lines, 11 cts. a line; 3,000 lines, 10 cts.; 5,000 lines, 9 cts. Position 25 or 50% extra. Classified, daily or Sunday, 2 cts. per word; each subsequent insertion, 1c. per word. Reading notices, measured nonpareil, 50 cts. a line; telegraphic readers, \$1 a line. **WEEKLY OREGONIAN**, display, 84 cts. an inch; 50-inch contract, 77 cts.; 100-inch, 70 cts. an inch. Readers 25 cts. a line. Classified, 1c. per word.

OREGON

PACIFIC CHRISTIAN ADVOCATE—Every Wednesday. Methodist. Established 1855. Methodist Book Concern, publishers. Subscription, \$1; detailed average circulation for 1913, 9,420; 32 pages, 3 columns; length of columns, 10 1/4 in.; width, 2 1/4 in. Forms close 2 weeks in advance. Office, Couch Building.

Advertising rates, agate, 5 cts. a line. Special position, 20% extra. Reading notices, 8 cts. a line. See N. W. Christian Advocate, Chicago, for combination rate of the seven Methodist weeklies.

PACIFIC NORTHWEST—Monthly (20th). Agricultural. Established 1903. Philip S. Bates, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 17,000; 16 pages or more, 4 columns; length of columns, 12 in.; width, 2 1/2 in. Forms close 20th preceding month. Office, Oregonian Bldg.

Advertising rates, agate, 12 1/2 cts. a line; preferred position, 25% extra. Reading notices, 30 cts. a line.

RURAL SPIRIT—Every Wednesday. Agricultural and Live Stock. Established 1869. H. C. Browne & Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 18,000; 16 to 20 pages, 4 columns; length of columns, 13 1/2 in.; width, 2 1/4 in. Office, 373 Yamhill Street.

Advertising rates, agate, 10 cts. a line; 1,400 lines, 9 cts.; 2,000 lines, 8 cts. a line. Reading notices, 20 cts. per agate line. Classified, 3 cts. per word.

SUNDAY MERCURY—Every Saturday. Independent. Sporting. Established 1867. Charles H. Clute, publisher. Subscription, \$2; circulation—not given by publisher; 4 pages, 8 columns; length of columns, 21 in.; width, 2 1/4 in.

Advertising rates, 50 cts. an inch. Reading notices, 10 cts. a line.

TELEGRAM—Every evening except Sunday. Independent. Established 1877. John F. Carroll, publisher. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 35,888* net paid; 14 to 34 pages, 7 columns; length of columns, 21 in.; width, 2 1/4 in. Can use matrices. Office, 325 Alder Street.

Advertising rates, agate, 6 cts. a line. flat. Preferred position, 15 and 25% extra. Classified, 3 cts. a word.

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fed, 10 cts. a line. Reading notices, 35 cts. a line, 250 lines within one year, 25 cts.; 1,000 lines, 20 cts. a line. Telegraphic readers, \$1 a line.

SALEM—Population 14,094. On Willamette River and So. Pac. Ry. In the center of an excellent farming district; has fine water power; industries include machine shops, brewery, prune packing plants, canneries, fruit dryers, saw mills, foundries, coffin, furniture, glove, sash, door and ice making factories. Willamette University, State Capitol, State Asylum for the Deaf, Dumb, Feeble-minded, Insane and Blind, and State Penitentiary located here. Annual value of manufactured products, \$5,000,000.00. Bank clearings during year 1913, estimated, \$10,000,000.00.

NORTHWEST POULTRY JOURNAL—Monthly (1st). Poultry. Established 1894. C. F. Williams, editor and manager. Subscription, 50 cts.; sworn average circulation for six months ending May, 1914, 13,500*; 48 to 108 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in.

Advertising rates, one inch, one time, \$2.10; three months, \$6.15; six months, \$11.70; one year, \$21. Discount on 3 or more insertions.

OREGON TEACHERS' MONTHLY—Monthly, except July and August. Educational. Established 1897. Charles H. Jones, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 4,500; 64 to 80 pages, 2 columns; length of columns, 7 1/2 in.; width, 2 1/4 in. Cannot use matrices.

Advertising rates, \$1.25 an inch; 1/4 page, \$4.25; 1/2 page, \$7.50; full page, \$12.50, with discounts on 3, 6 and 10 month contracts. Special positions, 25% additional. Reading notices, 20 cts. a line. Classified, or bargain advertising, 2 cts. per word.

PACIFIC HOMESTEAD—Every Thursday. Agricultural. Established 1900. Statesman Publishing Co., publishers. Subscription, \$1; claimed average circulation for first six months 1914, 17,847; 24 pages, 4 columns; length of columns, 14 in.; width, 2 1/4 in.

Advertising rates, agate, 10 cts. per line, flat. Special position, 10% extra. Back cover, 25% extra. Reading notices, 25 cts. a line. Classified, 3 cts. a word.



PENNSYLVANIA

ALLEGHENY—Population 150,000. North Side of Pittsburgh; on Allegheny River and three railroads. Manufactures include rolling mills, locomotive and machine shops, iron and steel works, preserving works, cigar factories, liquors, flour, leather and paints.

ALLEGHENIER AND PITTSBURGER SONNTAGSBOTE—Every Saturday. German. Independent. Established 1878. German-American Printing and Publishing Co., publishers. Subscription, \$2; circulation—not given by publishers; 8 to 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; per month, 20 cts.; three months, \$9; six months, \$15; one year, \$25; financial, 6 cts. a line. Reading notices, 20 cts. a line.

ALLENTOWN—Population 51,913. On Lehigh River and 4 railroads. Center of an agricultural and cement district. Industries include shoe, automobile, motor truck, auto fire engine, cigar and furniture factories, barbed wire, carriage, milk, linen thread and fire, fancy and building brick works, planing, knitting and silk mills, rolling mills, forges and iron furnaces. Lime stone, iron and slate in vicinity. Annual value of manufactured products, \$26,263,327.00.

CALL—Every morning except Sunday. Independent. Established 1888. D. A. Miller, publisher. Subscription, \$4.50; sworn detailed average circulation for six months ending March 31, 1914, 15,247* net paid; 12 to 24 pages, 4 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 35 cts. an inch; 250 in., 28 cts.; 500 in., 24 cts.; 1,000 in. or more, 21 cts. an inch. Strictly mail order advertising, 2 cts. a line. Reading notices, 10 cts. a line. Classified 1c. a word.

CHRONICLE AND NEWS—Every evening except Sunday. Republican. Established 1866. Chronicle and News Publishing Co., publishers. Subscription, \$4.50; claimed average circulation for first six months 1914, 7,292; 12 to 16 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in., 25 cts.; 250 in., 20 cts.; 500 in., 15 cts.; 1,000 in. and over, 12 cts. an inch. Reading notices, 10 cts. a line. Classified, 5 cts. a line.

CITY ITEM & DEMOCRAT—Every evening and morning except Sunday. Democratic. Established 1829. Democratic Publishing Co., publishers. Subscription, Item, \$4.50; Democrat, \$3; sworn average circulation for six months prior to April, 1914, combined, 9,760* net paid; 10 to 20 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, both editions, 21 cts. an inch. Special position, 10 or 25% extra. Reading notices, 10 cts. a line; telegraphic, 35 cts. a count line. Classified, 1c. per word.

LEADER—Every evening except Sunday. Independent. Established 1903. Leader Publishing Co., publishers. Subscription, \$3; sworn average circulation for year ending March, 1912, 5,892* net paid; 12 pages, 8 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 50 cts. an inch; 100 in. within one year, 25 cts.; 100 in. or 26 times, 20 cts.; 250 in. or 78 times, 15 cts.; 500 in. and over, or 312 times, 12 cts. an inch; full position, 25% extra. Reading notices, 10 cts. a line. Classified advertising, 1c. a word.

SPARE MOMENTS MAGAZINE—Monthly. Literary. Established 1904. Spare Moments Publishing Co., publishers. Subscription, 25 cts.; 20 or more pages; detailed average circulation and guaranteed for 1914-15, 250,415*; 4 columns; length of columns, 14 in.; width, 2¼ in. Forms close 20th preceding month.

Advertising rates, agate, \$1 a line; full page (784 lines), \$626.20; ½ page, \$332.20. See advertisement on page 464.

WELT-BOTE—Every Tuesday. German. Independent. Established 1854. Welt-Bote Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 6,549; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch, first time; 65 cts. an inch afterward.

ALTOONA—Population 52,127. On Pennsylvania R. R. Coal mining extensively carried on. Industries include locomotive and car shops, brick and tile works, breweries, silk and planing mills; 61 industries in all with an annual output of approximately \$52,000,000.00. Bank clearings for 1913, \$31,000,000.00.

MIRROR—Every evening except Sunday. Independent. Established 1874. Mirror Printing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 16,753* net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, 3½ cts. a line; 1,400 lines, or more, 2½ cts. a line. Reading notices, 15 cts. a count line. Classified, 1c. per word.

TIMES—Every morning except Sunday. Independent. Established 1884. Altoona Times Co., publishers. Subscription, \$3; circulation—not given by publisher; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

PENNSYLVANIA

Advertising rates, agate, 3 cts. a line; 100 lines, 2½ cts.; 500 lines, 2 cts.; 1,000 lines 1½ cts. a line. Preferred position, 25% extra.

TRIBUNE—Every morning except Sunday. Republican. Established 1873. Altoona Tribune Co., publishers. Subscription, \$3; claimed average circulation for 1913, 8,500; 12 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates on application.

ATHENS—Population 3,796. On Susquehanna River and Lehigh Valley R. R. Has furniture factories, machine shops, creameries, saw and silk mills and foundries. Bank clearings during 1913, \$1,000,000.00.

PENNSYLVANIA MEDICAL JOURNAL—Monthly. Medical and Surgical. Established 1897. Dr. Cyrus Lee Stevens, publisher. Subscription, \$2; claimed average circulation for year 1913, 6,450; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices.

Advertising rates, ½ page, one time, \$2.50; ¼ page, \$4; ¼ page, \$7; ½ page, \$12; one page, \$22. Discount on 3 or more insertions.

BEAVER FALLS—Population 12,191. On Pennsylvania R. R. lines and New York Central System. Coal mines, stone quarries and natural gas wells in the immediate vicinity. Principal industries are steel wire, nail, rolling and planing mills; file, enamel sign, saw, axe, bridge, glass, chemical, cork, well drill and tube works and stove foundries. Geneva College is located here.

TRIBUNE—Every evening except Sunday. Republican. Established 1884. Tribune Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 6,284* net paid; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch, flat. Special position, 25% extra. Reading notices, 10 cts. a count line. Classified, 1c. per word.

BELLEFONTE—Population 4,145. Three railroads. Distributing point for excellent agricultural section and coal mining region. Industries include iron works, foundries, lime kilns, planing and flour mills, shirt, glass, lock and match factories. Bank clearings for 1913, \$3,500,000.00.

CENTRE DEMOCRAT—Every Thursday. Democratic. Established 1878. Chas. R. Kurtz publisher. Subscription, \$1.50; claimed average circulation for year 1913, 5,649* net; 8 pages, 6 columns; length of columns, 19¼ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; one month, \$1.50; three months, \$3; six months, \$5; one year, \$9; 2 in., one year, \$15; classified, 1c. per word; subsequent insertions, ½ c. per word.

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BLOOMSBURG—Population 7,413. 3 railroads. Has silk, woolen and carpet mills, iron foundries, furniture factories, car and car wheel works. State Normal School located here.

PRESS—Every morning except Sunday. Independent. Established 1902. C. T. Vander-slice and Paul R. Eyerly, publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 5,010* net paid; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 35 cts. an inch; 50 in., 30 cts.; 100 in., 25 cts.; 200 in., 20 cts.; 500 in., 15 cts. an inch. Preferred positions, 10 or 20% extra. Classified, 5 cts. a line.

BRADFORD—Population 14,544. Three railroads. In the center of a vast oil region; largest brick and terracotta center in the state; other industries are railroad machine and boiler shops, refineries, planing and saw mills, oil well supply and tank factories, vacuum cleaner, torpedo factories and chemical works.

STAR AND RECORD—Every evening except Sunday. Republican. Established 1879. Star Publishing Co., publishers. Subscription, \$5; circulation—not given by publishers; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. an inch, flat; in position, 12 cts. an inch. Composition, 5 cts. an inch additional. Reading notices, 10 cts. a line; telegraphic, 25 cts. a line. Classified, 1c. per word.

BUTLER—Population 20,728. Lime stone quarries, coal mines and oil in vicinity. Natural gas. Industries include the manufacture of oil well machinery, silk, shirts and woolen goods, buttons, plate and bottle glass, bricks and engines; also car works, claimed to be the largest in the world. Bank clearings for 1913, approximately, \$31,000,000.00. Annual value of manufactured products, \$13,500,000.00.

CITIZEN—Every morning except Sunday. Republican. Established 1868. Citizen Printing Co., publishers. Subscription, \$3; circulation not given by publisher; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; 1,000 lines within one year, 11 cts. an inch. Composition, 5 cts. an inch, additional. Readers, 5 cts. a line.

EAGLE—Every evening except Sunday. Independent. Republican. Established 1869. Eagle Printing Co. (inc.), publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 5,004* net paid; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 12 cts. an inch; composition, 3 cts. an inch, additional; reading notices, 5 cts. a line.

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CHAMBERSBURG—Population 11,800. Center of an excellent farming section. Industries include hosiery mills, grain elevators, engineering works, milling, machinery, railroad shops and tanneries.

PENNSYLVANIA GRANGE NEWS—Monthly (1st). Grange. Established 1904. Pennsylvania State Grange, publishers. Subscription, 25 cts.; claimed average circulation for 1913, 33,500; 24 pages, 4 columns; length of columns, 11½ in.; width, 2½ in. Forms close 20th of month preceding.

Advertising rates, agate, 20 cts. a line, flat.

PEOPLE'S REGISTER—Every Friday. Independent. Established 1876. Morris Lloyd, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 6,290; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 15 cts. an inch. Reading notices, 10 cts. a line.

CHESTER—Population 38,537. On Delaware River, 15 miles distant from Philadelphia. Three railroads. Industries include machine shops, foundries, paper, silk, artificial silk and rolling mills, steel tube furnaces, plaster, brick, chemical, fibre products, dye, leather and cutlery works. The Baldwin Locomotive Works are located on the edge of the city. Extensive trade in steel castings; cotton and woolen textile mills, cigar, lace, garment and hosiery factories and print cloth works. Crozer Theological Seminary and Pennsylvania Military College located here. Bank clearings for year ending March 31, 1914, \$36,296,464.64. Annual value of manufactured products, \$15,250,000.00.

REPUBLICAN—Every morning except Sunday. Republican. Established 1833. Wallace, Sproul & Long, publishers. Subscription, \$3; claimed circulation for year 1913, 5,093; 6 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; 25 in., 50 cts.; 50 in., 45 cts.; 100 in., 35 cts.; 200 in., 25 cts.; 300 in., 22 cts.; 400 in., 20 cts.; 500 in., 18 cts.; 750 in., 16 cts.; 1,000 in., or more, 15 cts. an inch. Composition, 5 cts. an inch additional. Preferred position, 15 and 25% additional. Reading notices, 15 cts. a line, with discount for time; first page, 25 cts. a line. Classified, 1c. a word.

TIMES—Every evening except Sunday. Republican. Established 1876. Wallace Sproul & Long, publishers. Subscription, \$3; detailed average circulation for year 1913, 8,697; 10 to 12 pages, 7 columns; length of columns, 22 in. Can use matrices.

Advertising rates, \$1 an inch; 25 in., 75 cts.; 50 in., 50 cts.; 100 in., 40 cts.; 200 in., 30 cts.; 300 in., 28 cts.; 400 in., 25 cts.; 500 in., 23 cts.; 750 in., 22 cts.; 1,000 in., or more, 21 cts. an inch. Composition, 5 cts. an inch extra. Preferred position, 10 and 25% extra. Classified ads., 10 cts. a line; by the

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week, 35 cts.; by the month, 81 cts. Reading notices, run of paper, 15 cts. a line, first time; 10 cts., second time; 5 cts. afterward.

CLEARFIELD—Population 6,851. Located on Susquehanna River and three Railway systems, in a fertile farming district. Extensive deposits of coal and fire clay, clay working being the leading industry. Other industries are wood working factories and steel works.

PUBLIC SPIRIT—Every Thursday. Independent-Democrat. Established 1878. Matt Savage, publisher. Subscription, \$1; circulation not given by publisher; 8 pages, 7 columns, length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch.

CONNELLSVILLE—Population 12,845. Four railroads. Center of famous Connelville coke region, employing 38,000 men. Industries include the manufacture of steam pumps and all kinds of mining machinery, iron, steel and tin plate, hardware and plumbers' supplies, glassware and safes, fire brick, paving brick and glass brick for interior finish.

COURIER—Every evening except Sunday. Republican. Established 1902. The Courier Co., publishers. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 6,585* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in. within one year, 25 cts.; 200 in., 20 cts.; 300 in., 18 cts.; 500 in., 17 cts.; 1,000 in., 15 cts. an inch. Composition, 4 cts. an inch extra, for first insertion. Preferred position, 10 or 25% extra. Reading notices, 10 cts. a line. Classified, 1c. a word.

DOYLESTOWN—Population 3,304. P. & R. R. R. Surrounded by an excellent agricultural section. Has creameries, flour and woolen mills, soap and candle works and farm implement factory.

INTELLIGENCER—Every evening except Sunday. Republican. Established 1886. Intelligencer Company, publishers. Subscription, \$2.50; claimed average circulation for year 1913, 4,174; 4 pages, 8 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 30 cts. an inch; one week, 25 cts.; two weeks, 20 cts.; one month, 15 cts.; two months, 14 cts.; three months, 12 cts.; six months, 10 cts.; one year, 9 cts. an inch. Every other day, two-thirds full rates; two times a week, one-half; once a week, one-third.

EASTON—Population 28,523. (Including five suburbs, 50,000.) On Delaware River and six railroads. Cement industry very large. Manufacturers include silk, flour, iron, steel, pipe, piano, textile and planing mills, slate quarries and blast furnaces.

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FREE PRESS—Every evening, except Sunday. Republican. Established 1866. Free Press Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to October, 1914, 11,020* net paid; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 75 cts. an inch; over 50 in., 25 cts. an inch. Classified, 1c. a word. Reading notices, 12 cts. a line; telegraphic, 25 cts. a line.

ERIE—Population 66,525. On Lake Erie and five railroads. Has an excellent harbor and large exports of coal, iron and general products. Industries include electrical machinery and supplies, farming implements, iron foundries, tanneries, flour and planing mills, boiler, engine, paper, aluminum and stove works. Bank clearings for 1913, \$56,426,-895.56. Annual value of manufactured products, \$35,000,000.00.

CATHOLIC CHRONICLE—Every Saturday. Religious-Catholic. Established 1909. Chronicle Company, publishers. Subscription, \$2; circulation not given by publisher; 8 pages, 6 columns, length of columns, 19¾ in.; width, 2½ in. Cannot use matrices. Office, 1128 Sassafras Street.

Advertising rates, 40 cts. an in.; 2 in. or more on contract, 35 cts.; 4 in., or more, 30 cts. an inch.

DISPATCH—Every morning including SUNDAY. Independent. Established 1851. Dispatch News Co., publishers. Subscription, \$3.65; sworn average circulation for six months prior to April, 1914, daily and Sunday, 11,083* net paid; daily, 10 to 16 pages; Sunday, 16 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2¾ in. Can use matrices.

Advertising rates, 5 cts. a line; 1,000 lines within one year, 4 cts.; 2,000 lines, 3 cts.; 3,000 lines, 2½ cts.; 5,000 lines, 2¼ cts. a line; preferred position, 25% extra. Classified, 1c. a word. Reading notices, 15 cts. a count line.

HERALD—Every evening except Sunday, and SUNDAY morning. Independent. Democratic. Established 1878. Herald Printing and Publishing Co., publishers. Subscription, daily, \$3; sworn average circulation for six months prior to October, 1914, daily, 8,782* net paid; Sunday, 5,550* net paid; 24 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 30 cts. an inch; space rates, 100 in., 25 cts.; 250 in., 20 cts. an inch; 52 times within one year, 20 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c. a word.

PENNSYLVANIA MERCHANT—Monthly (1st). General Merchandise. Established 1908. Retail Merchant's Association of Pennsylvania, publishers. Subscription, 25 cts.; claimed average circulation for year

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1913, 7,500; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 10th of month preceding. Office, Lincoln Building.

Advertising rates, \$1.50 an inch; full page, \$30; ½ page, \$18; ¼ page, \$12.

TIMES—Every evening except Sunday. Republican. Established 1888. The Times Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 22,299* net paid; 10 to 16 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line, flat. Special position, 15 or 25% extra. Classified, 1c. per word. Reading notices, body type, 50 cts.; nonpareil, 25 cts. a line.

GERMANTOWN—Population 60,000. Suburb of Philadelphia. On six railroads. Largely a residential town, there being more than twenty thousand homes supported by over five hundred flourishing industrial and mercantile plants, with considerable manufacturing of machinery, carpets and cotton and woolen goods.

INDEPENDENT GAZETTE—Every Friday. Independent. Established 1877. H. F. McCann, publisher. Subscription, \$1; claimed circulation average for year 1913, 7,500; 8 pages, 8 columns; length of columns, 23 in.; width, 2½ in. Office, 5 East Price Street.

Advertising rates upon application.

GREENSBURG—Population 13,012. On Pennsylvania R. R. Coal mining extensively carried on. Industries include plumbers supplies and fittings, bolt and nut, engine and glass works and the manufacture of flour, lumber and coke products. Bank clearings for 1913, \$30,000,000.00. Annual value of manufactured products, approximately, \$7,000,000.00. Annual value mining, \$6,-115,800.71.

TRIBUNE—Every evening except Sunday. Independent-Republican. Established 1889. Tribune-Press Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 5,287* net paid; 8 pages; 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, plate matter, 12 cts. an inch; set matter, 16 cts. an inch. Reading notices, 5 cts. a line.

GREENVILLE—Population 5,909. Three railroads. Center of a farming section, with coal mining extensively carried on. Industries include foundry and machine shops, rolling mills and tube works.

YOUNG LUTHERAN—Monthly. Religious. Established 1884. The Young Lutheran Co., (Inc.), publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 23,-178; 16 pages, 3 columns; length of columns,

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10 in.; width, 2½ in. Forms close first preceding month.

Advertising rates, \$2.50 an inch; \$22 an inch, per year. Larger space pro rata.

HANOVER—Population 7,057. On Northern Central and Western Md. Railroad. Principal industries are machine shops, creamery, flour mills, cigars, cigar boxes, wire cloth, glove, shirt, shoe, furniture, carriage and wagon factory.

POULTRY FANCIER—Monthly. Poultry. F. W. DeLancey, publisher. Subscription, 50 cts.; detailed average circulation for 1913, 43,145*; 64 to 180 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th of each month.

Advertising rates, agate, 30 cts. a line, with discount for time and space.

HARRISBURG—Population 64,186. On Susquehanna River and four railroads. Has machine shops, rolling mills, steel works, blast furnaces, iron pipe, railroad car, tin plate and stationary engine works, boot and shoe, farm implement, carriage and cigar factories, cotton and silk mills. State Capitol and State Lunatic Asylum located here. Annual value of manufactured products, \$28,000,000.00. Bank clearings for 1913, \$77,000,000.00.

EVANGELICAL—Every Wednesday. United Evangelical Church. Established 1887. J. J. Nungesser, publisher. Subscription, \$2; claimed average circulation for 1913, 10,500; 16 pages, 4 columns; length of columns, 14 in.; width, 2¼ in.

Advertising rates, agate, 10 cts. a line; 1,000 lines, within one year, 7 cts. a line. Reading notices, set solid, double display rates; leaded, triple price per count line. For combination rates, see Philadelphia Presbyterian.

EVANGELICAL BIBLE TEACHER—Monthly. Evangelical. Established 1890. J. J. Nungesser, publisher. Subscription, 50 cts.; claimed average circulation for 1913, 9,300; 32 pages, 2 columns; length of columns, 7½ in.; width, 2¼ in.

Advertising rates on application.

LUTHERAN CHURCH WORK—See Philadelphia.

PATROIT—Every morning except Sunday. Democratic. Established 1852. The Patroit Co., publishers. Subscription, \$3; sworn detailed average circulation for six months ending June 30, 1914, 21,115* net; 8 to 20 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, display, run of paper, 4 cts. a line; 1,000 lines, within one year, 3 cts.; 2,000 lines, 2½ cts.; preferred position, 20% extra. Strictly mail order advertising, 2½ cts. a line. Classified, 1c. per word. Reading notices, 15 cts. a line; 500 lines, 12½ cts.; 1,000 lines or more, 10 cts. a count line.

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REDMEN'S REVIEW—See Millmont, Pa.

STAR—INDEPENDENT—Every evening except Sunday. Independent. Established 1867. The Star Printing Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 16,700*; 10 to 32 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line, flat. Special position, 10 and 25% extra. Classified, 1c. per word. Pure reading matter, 20 cts. a count line; telegraphic readers, 25 cts. a count line.

See advertisement on page 497.

TELEGRAPH—Every evening except Sunday. Republican. Established 1831. Telegraph Printing Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 21,577*; 10 to 20 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; in full position 3½ cts. a line. Classified, 1c. a word (minimum charge, 20 cts.). Reading notices, 20 cts. a line.

See advertisement on page 455.

HAZLETON—Population 25,452. On the Pennsylvania and the Lehigh Valley Railroads. Surrounded by large anthracite collieries. Other industries are sheet steel, silk and knitting mills; brush and shirt factories; coffin, iron and plumbing works.

PLAIN SPEAKER—Every evening except Sunday. Independent. Established 1882. W. C. Dershuck, publisher. Subscription, \$3; sworn average circulation for six months ending April 1st, 1914, 5,306* net paid; 8 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 20 cts. an inch. Composition, 10 cts. an inch additional. Preferred position, 10 or 20% extra. Reading notices, 10 cts. a line.

STANDARD—Every morning except Sunday. Democratic. Established 1885. Standard Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 5,478* net paid; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in., 28 cts.; 300 in., 25 cts.; 500 in., 22 cts.; 800 in., 20 cts.; 100 in., 18 cts. an inch. An allowance of 3 cts. an inch per issue for plate matter. Preferred position, 15%; full position, 25% extra. Readers, 10 cts. a line.

HOMESTEAD—Population 18,713. On two railroads, seven miles distant from Pittsburgh. Coal mining extensively carried on. Industries include Bessemer and open hearth steel works.

AMERIKANSKY RUSSKY VIESTNIK—Every Thursday. (2 editions.) Slovak and

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Russian. Established 1892. Greek Catholic Union of U. S. of America, publishers. Subscription, \$2; claimed average circulation for year 1913, 37,500 (Slovish edition, 30,000; Russian edition, 7,500); 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates on application.

HONESDALE—Population 2,945; (Greater Honesdale, 7,000). On the Erie, and the Delaware & Hudson R. R. Principal industries are glass works, axe and shoe factories, woolen, silks and flour mill, brewery, etc.

WAYNE INDEPENDENT—Tri-weekly. Monday, Wednesday and Friday. Independent. Established 1878. B. F. Haines, publisher. Subscription, \$1.50; sworn average circulation for six months prior to April, 1914, 5,200* net paid; 6 to 8 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 20 cts. an inch; top of column, 24 cts.; island position, 25 cts. an inch, flat. Reading notices, 10 cts. a line. Classified, 1c. per word.

JOHNSTOWN—Population 55,482. Two railroads. Bituminous coal mining extensively carried on. Fire clay, iron and lime stone also in vicinity. Has most extensive steel and iron works, and manufactures include stoves, fire brick, radiators, paint, enamelware and coke products. Annual value of manufactured products, \$63,000,000.00.

DEMOCRAT—Every morning except Sunday. Democratic. Established 1863. Warren Worth Bailey and Estate of Edward H. Bailey, publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 13,911* net paid; 12 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 60 cts. an inch; on contract, 51 in., 42 cts.; 101 in., 35 cts.; 201 in., 28 cts. Position, 15 and 25% extra. Readers, 15 cts. a count line. Classified, 1c. per word.

LEADER—Every evening except Sunday. Republican. Established 1911. Leader Printing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 9,847* net paid; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 60 cts. an inch; 100 in. within one year, 40 cts.; 250 in., 30 cts.; 1,000 or more in., 20 cts. an inch. Special positions, 5, 15 and 25% extra. Reading notices, 5 to 10 cts. a line. Classified, 1c. per word.

TRIBUNE—Every evening except Sunday. Progressive-Republican. Established 1873.

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Johnstown Tribune Publishing Co., publishers. Subscription, \$3; sworn average circulation for year ending March, 1914, 15,893* net paid; 12 to 20 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 2½ cts. a line, flat. Classified, 5 cts. a line, first insertion; 4 cts. a line, each subsequent insertion.

LANCASTER—Population 47,227. Two railroads. The center of a most excellent agricultural region; Lancaster County being the leading county of U. S. in value of agricultural products; wheat and tobacco being grown to a very large extent. One of the largest tobacco markets in the United States, the manufacture of cigars exceeding any other district in the U. S. Also extensive stock yards supplying Maryland, New Jersey, Delaware and Eastern Pennsylvania. Industries also include umbrella factories, cork and linoleum works; cotton and silk mills, machine shops, tanneries, chocolate and caramel factories and iron works. Annual value of industrial products, \$15,978,666.00. Annual value of agricultural products, \$20,000,000.00. Bank clearing for 1913, \$86,854,162.32.

EXAMINER—Every evening except Sunday, and SEMI-WEEKLY, Wednesdays and Saturdays. Independent. Republican. Established 1825. Dr. Fred A. Achey and W. F. Gorrecht, publishers. Subscription, daily, \$5; Semi-weekly, \$1.50; sworn average circulation for six months prior to April, 1914, 5,140* net; semi-weekly, claimed for year 1913, 4,000; 12 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, daily, 50 cts. an inch; 25 in., 40 cts.; 50 in., 30 cts.; 100 in., 25 cts.; 200 in., 20 cts.; 300 in., 17 cts.; 400 in., 15 cts.; 500 in., 14 cts.; composition, 5 cts. an inch extra. Local notices, 10 cts. a line with discount on 500 lines and over. SEMI-WEEKLY, 40 cts. an inch; 50 in., 20 cts.; 100 in., 18 cts.; 200 in., 16 cts.; 300 in., 14 cts.; 400 in., 12 cts.; 500 in., or more, 10 cts. an inch.

INTELLIGENCER and JOURNAL—Every evening and morning, except Sunday. Democratic. Established 1794. Steinman & Foltz, publishers. Subscription, evening, \$5; morning, \$3; sworn average circulation for six months prior to April, 1914, combined, 13,641* net paid; (evening, 7,617*, morning, 6,024*); 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, including both editions, 35 cts. an inch, flat. Special position, 10 or 25% extra. Reading notices, 15 cts. a line; telegraphic, 30 cts. a line. Classified, 2 cts. per word.

JOURNAL—Morning edition of Intelligencer, which see.

Forty years of keeping everlastingly at it has developed a wonderful advertising organization. We make no charge for preparing copy, selecting desirable mediums, etc. LET US HELP YOU.

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LUTHERAN OBSERVER—See Philadelphia.

NEW ERA—Every evening except Sunday, and SEMI-WEEKLY, Wednesdays and Saturdays. Independent. Republican. Established 1877. The New Era Printing Co., publishers. Subscription, daily, \$5; circulation—not given by publisher; semi-weekly, \$1.50; 8, 10 and 12 pages, 7 columns; length of columns, 21 ½ in.; width, 2 ½ in.

Advertising rates, nonpareil, daily, 1 inch, one time, 75 cts.; one week, \$2.50; one month, \$7; three months, \$12; one year, \$28; 24 lines, one year, \$45; E. O. D., ¾ of daily rates. Semi-weekly, first time, 10 cts.; subsequent insertions, 5 cts. per line.

NEWS—Every morning except Sunday. Republican. Established 1890. The Morning News Co., publishers. Subscription, \$5; sworn circulation for 1913, 4,800*; 6 and 8 pages, 7 columns; length of columns, 20 ¾ in.; width, 2 ¼ in.

Advertising rates, 14 cts. an inch, flat. Reading notices, 10 cts. a line, first time; 5 cts. a line, after.

PENNSYLVANIA SCHOOL JOURNAL—Monthly. Educational. Established 1852. J. P. McCaskey, publisher. Subscription, \$1.60; claimed average circulation for year 1913, 6,000; 48 to 56 pages, 2 columns; length of columns, 7 ½ in.; width, 2 ¾ in.

Advertising rates, ¼ page, one time, \$10; three months, \$25; one year, \$66; ½ page, one time, \$15; one page, \$25.

LA PARK—Population 100. On Pennsylvania R. R., ten miles distant from Lancaster. Industries confined exclusively to seed farming.

PARK'S FLORAL MAGAZINE—Monthly. Floriculture. Established 1871. George Watt Park, publisher. Subscription, 10 cts.; sworn average circulation for first six months 1914, 458,030*; 64 pages, 2 columns; length of columns, 8 in.; width, 2 ¼ in. Forms close 20th of preceding month.

Advertising rates, agate, \$1.50 a line; full page, \$330; back cover (224 lines), \$375.

See advertisement on page 467.

LEBANON—Population 19,240. Three railroads. Coal mining extensively carried on, iron and limestone also being abundant. Has furnaces, rolling mills, iron, steel and china works, organ and furniture factories, stove foundries, machinery, car, bolt and nut, boiler and engine works.

LUTHERAN—See Philadelphia.

NEWS—Every evening except Sunday, and SEMI-WEEKLY (Monday and Thursday). Republican. Established 1872. Lebanon News Publishing Co., publishers. Subscription, daily, \$3; Semi-weekly, \$1; sworn average circulation for six months prior to April, 1914, daily, 6,107* net paid; semi-weekly,

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3,572; 6 to 20 pages, 7 columns; length of columns, 20 in.; width, 2 ¼ in. Can use matrices.

Advertising rates, daily or semi-weekly, 25 cts. an inch; subsequent insertions of same copy, 20 cts. an inch; first page, display, 50 cts. an inch; 3d page, 25 cts. an inch, flat; on contract for not less than five inches space, for 8 weeks or longer (5 cts. additional for first insertion of set matter or matrices), 12 cts. an inch. Reading notices, body type, first page, 10 cts. a line; other pages, 5 cts. a line. Classified, 1c. per word.

McKEESPORT—Population 42,694. On Monongahela River and three railroads. Has natural gas. Largest tube works in the world, also blast furnaces, glass, steel, iron and tin plate works, breweries, sewer pipe, fire brick, cigar, wagon and candy factories and saw mills. Annual value of manufactured products, \$42,494,567.00. Bank clearings during 1913, \$12,100,000.00.

NEWS—Every evening except Sunday. Independent. Established 1884. Daily News Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 9,421* net; 12 to 24 pages, 7 columns; length of columns, 20 in.; width, 2 ¼ in. Can use matrices.

Advertising rates, agate, 75 in. within one year, 60 cts. an inch; 150 in., 50 cts.; 300 in., 40 cts.; 500 in., 35 cts.; 1,000 in. or more, 25 cts. an inch; preferred position, 10 and 25% extra. Reading notices, 15 cts. a line; telegraphic, \$1 a line. Classified, 1c. a word.

TIMES—Every evening except Saturday, and SUNDAY MORNING. Independent. Republican. Established 1869. McKeesport Times Co., publishers. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 9,200 net; 12 to 24 pages, 7 columns; length of columns, 22 in.; width, 2 ¼ in. Can use matrices.

Advertising rates, 2 cts. a line, flat. Preferred position, 25% extra. Reading notices, 10 cts. a line; first page, 25 cts. a line. Classified, 1c. per word.

MAHANOEY CITY—Population 15,936. Two railroads. Principal industry, anthracite coal mining, which is shipped extensively. Also has iron works.

SAULE—Semi-Weekly. Tuesdays and Fridays. Lithuanian. Republican. Established 1888. W. D. Boczkowski & Co., publishers. Subscription, \$2.50; claimed average circulation for year 1913, 6,420; 4 pages, 8 columns; length of columns, 24 in.; width, 2 ¼ in.

Advertising rates, 50 cts. an inch.

MANAYUNK—Population 30,000. On Schuylkill River, seven miles distant from Philadelphia, of which it is a suburb. Industries include cake and cracker, cut glass, carriage and wagon factories; iron and steel mills and the manufacture of cotton and woolen goods, automobiles and paper.

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REVIEW—Every Wednesday. Local. Established 1904. Review Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 8,000; 4 pages, 9 columns; length of columns, 26 in.; width, 2½ in.

Advertising rates on application.

MEADVILLE—Population 12,780. Two railroads. Distributing point for an excellent grazing and farming section and a most important manufacturing center. Has natural gas. Industries include boiler and iron works, corset factory, foundries and saw mills. Also Erie R. R. car shops. Allegheny College and Meadville Theological College located here.

TRIBUNE-REPUBLICAN—Every morning except Sunday, **EVENING REPUBLICAN** every evening except Sunday. Republican. Established 1851. Tribune Publishing Co., publishers. Subscription, \$3; sworn combined circulation for six months ending March 31, 1914, 7,335* net; 8 and 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, display, morning and evening, combined, 25 cts. an inch; 51 to 100 in., within one year, 22 cts. an inch; 101, or more in., 15 cts.; next reading, 16 cts.; full position, 17 cts. an inch. Reading notices, 10 cts. a line, with discount on 300 lines and over. Classified, 1c. a word (minimum, 15 words). Weekly rates on application.

MEDIA—Population 3,562. On P. B. & W. R. R. and has five trolley lines; 14 miles distant from Philadelphia. The center of a very fertile agricultural section.

AMERICAN—Every Saturday. Republican. Established 1855. Thos. V. Cooper & Sons publishers. Subscription, \$2; claimed average circulation for 1913, 7,645; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ inches.

Advertising rates, 10 cts. per agate line with discounts.

MIDDLEBURG—Population 531. On Pennsylvania Railroad. Industries include saw, planing and flour mills, shirt factory and tannery.

POST—Every Thursday. Republican. Established 1844. Geo. W. Wagenseller, publisher. Subscription, \$1; sworn detailed average circulation for 1913, 5,251*; 8 pages, 6 columns; length of columns, 20 in.; width 2½ in. Cannot use matrices.

Advertising rates, 30 cts. an inch. Composition, 5 cts. an inch additional. Special position, 10 and 20% extra. Locals, 5 cts. a line on yearly contracts, 4 cts. a line.

MILLMONT—Population 300. Pennsylvania R. R. Industries confined largely to agricultural pursuits and lumbering. A poultry and fruit centre. Has shirt, furniture and box factories.

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REDMEN'S REVIEW—Monthly. I. O. R. M. Established 1893. J. W. Veisley, editor. Subscription, 60 cts.; claimed average circulation for 1913, 23,062; 18 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, 20 cts. per line.

NEW CASTLE—Population 36,280. Six railroads, three interurban lines and seven streams of water. Excels particularly in freight facilities, healthful labor conditions and abundant water supply. Industries include largest tin mill in the world; two steel mills; steel freight and street car, wire, forge and bolt works; paper planing and flour mills; blast furnaces; iron foundries; three cement works; two potteries; chocolate factory; chemical laboratories; automobile plant and machine shops.

HERALD—Every evening except Sunday. Independent. Established 1853. Herald Publishing Co., publishers. Subscription, \$5; sworn average circulation for year ending June, 1914, 6,400*; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 250 in., 21 cts.; 350 in., 19 cts.; 500 in. or more, 18 cts. an inch. Special position, 10 or 20% extra. Reading notices, 10 cts. a count line. Classified, 1c. per word.

NEWS—Every evening except Sunday. Republican. Established 1880. News Company, publisher. Subscription, \$5; sworn average circulation for six months preceding April 1, 1914, 7,735* net paid; 8 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, 25 cts. an inch; 100 in., 20 cts.; 500 in., or more, 15 cts. an inch. Reading notices, 7 cts. a count line. Classified, 4 lines or less, 2 times, 25 cts.

NORRISTOWN—Population 27,875. On Schuylkill River, two trunk line railroads together with six branches and two through trolley lines. Deposits of limestone and marble in vicinity, also iron mines. Industries include woolen, cotton and carpet mills, iron works, glass, hosiery, shirt, broom and cigar factories, also the manufacture of asphalt blocks, furniture, bicycle sundries, wire, oil cloth, screws and bricks, or 57 manufacturers in all. State Hospital for the Insane located here. Annual value of manufactured products, approximately, \$15,000,000.00. Bank deposits during 1913, \$9,000,000.00.

TIMES—Every evening except Sunday. Republican. Established 1881. Times Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 6,509* net paid; 8 to 16 pages, 8 columns; length of columns, 22½ in.; width, 2½ in. Can use matrices.

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Advertising rates, 30 cts. an inch; 100 in., 25 cts.; 300 in., 22 cts.; 500 or more in., 20 cts. an inch. Preferred position, 20% extra. Readers, 10 cts. a count line; first page, 20 cts. Composition, display, 5 cts.; readers, 3 cts. a line additional. Classified, 1c. per word.

OIL CITY—Population 15,657. Four railroads. Center of the petroleum region. Principal oil market of the state. Very large oil refineries and oil well supply houses also handle and spoke factories, machine boiler, oil well supply, engine and railroad shops.

DERRICK—Every morning except Sunday and SEMI-WEEKLY, Tuesdays and Fridays Independent. Established 1871. Derrick Publishing Co., publishers. Subscription, daily \$7; semi-weekly, \$1; sworn average circulation for six months preceding April 1, 1914, 5,753* net paid; semi-weekly, 8,000; daily, 8 to 16 pages; semi-weekly, 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or semi-weekly, agate, 5 cts. a line; 250 in. within one year, 35 cts. an inch; 500 in., 30 cts.; 750 in., 25 cts.; 1,000 in., or more, 20 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c. per word; 6 insertions for the price of 5.

See advertisement on page 524.

OLYPHANT—Population 8,505. On four railroads. Extensive collieries, coal shipment being very heavy. Other industries are cigar factories, silk mills and iron foundries.

PRAVDA—Every Thursday. Russian. Non-partisan. Established 1902. Russian Brotherhood Organization, publishers. Subscription, \$1.50; claimed average circulation for first six months 1914, 9,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch.

PHILADELPHIA—Population 1,549,008. On Delaware and Schuylkill Rivers and eight railroads. Largest city in Pennsylvania and third largest city in the United States. Known as "The City of Homes," of which there are 348,623, most of them of the one family type. Has vast manufacturing interests, including the Baldwin Locomotive Works and Cramp Ship Yards and iron and steel products generally. The manufacture of woolen and cotton goods and textile fabrics generally is second in importance, with, however, an enormous production in these lines. Has vast foreign and domestic commerce. Independence Hall, University of Pennsylvania, Academy of Natural Sciences, Academy of Fine Arts, Commercial Museum, Memorial Hall, Carpenter's Hall, League Island Navy Yard, Drexel Institute, Girard College and other well-known institutions are located here. Also Fairmount Park, the largest pleasure ground in the United States. Third U. S. Regional Bank City, population of district

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8,110,217. Bank clearings for 1913, \$8,562,508,873.00. Annual value of manufactured products, exceeding \$800,000,000.00.

ADULT CLASS—Monthly. Baptist. Established 1906. American Baptist Publishing Society, publishers. Subscription, 40 cts.; claimed average circulation for year 1913, 12,154; 32 pages, 2 columns; length of columns, 7½ in.; width, 2¾ in. Office, 1701 Chestnut St.

Advertising rates, 12 cts. a line.

AMERICAN CHURCH SUNDAY SCHOOL MAGAZINE—Monthly (1st). Protestant Episcopal. Established 1864. Geo. W. Jacobs & Co., publishers. Subscription, \$1.50; claimed circulation for year 1913, 9,500; 112 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Can use matrices. Forms close 1st of preceding month. Office, 208 West Washington Square.

Advertising rates, 12 cts. a line.

AMERICAN WOOL AND COTTON REPORTER—See Boston, Mass.; also See advertisement on page 525.

ANNALS OF AM. ACADEMY OF POLITICAL AND SOCIAL SCIENCE—Bi-Monthly. Political and Social Science. Established 1890. American Academy of Political and Social Science, publishers. Subscription, \$6; claimed average circulation for year 1913, 6,484; 300 pages, 1 column; length of columns, 6¾ in.; width, 4¼ in. Cannot use matrices. Office, 36th and Woodland Avenue.

Advertising rates, for years service, full page, \$240; ½ page, \$135; ¼ page, \$75. For any period less than one year, add 10% on yearly contract.

ANNALS OF SURGERY—Monthly (1st). Medical. J. C. Lippincott Co., publishers. Subscription, \$5; detailed average circulation for nine months ending April 30, 1914, 4,694*; 128 pages, 2 columns; length of columns, 8¼ in.; width, 2¾ in. Can use matrices. Forms close 10th of preceding month. Office, Washington Square.

Advertising rates, full page, \$30; ½ or ¼ pages, pro rata. Preferred space, 33⅓% extra.

ASSEMBLY HERALD—Monthly. Presbyterian. Established 1899. General Assembly of the Presbyterian Church, publishers. Subscription, 50 cts.; sworn average circulation for year ending April 30, 1914, 51,914* net; 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th preceding month. Office, 1328 Chestnut Street.

Advertising rates, agate, 25 cts. a line; full page, \$50; ½ and ¼ pages, pro rata. Discount, 3 months, 5%; 6 months, 10%; one year, 15%; or 3 pages used within one year, 10%.

AUGSBURG SUNDAY SCHOOL TEACHER Monthly, Lutheran. Established 1875. Luth-

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eran Publication Society, publishers. Subscription, 55 cts.; claimed circulation for year 1913, 23,710; 64 pages, 2 columns; length of columns, 7 in.; width, 2½ in. Can use matrices. Forms close thirty-five days in advance of publication. Office, 1424 Arch St.

Advertising rates, agate, 15 cts. a line.

AUTOMOBILE TRADE JOURNAL—Monthly (1st). Automobile. Established 1896. Chilton Company, publishers. Subscription, \$1; detailed sworn average circulation for year 1913, 23,824* net paid; 400 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 5th of preceding month. Office, Market and 49th Streets.

Advertising rates, ¼ page, \$16.50; ½ page, \$30; ¾ page, \$55; 1 page, \$100, with discounts on twelve time contracts.

BAPTIST COMMONWEALTH—Every Thursday. Baptist. Established 1882. Incorporated 1900. Baptist Commonwealth Co., publishers. Subscription, \$1.50; claimed average circulation for 1913, 11,500; 24 pages, 3 columns; length of columns, 10¾ in.; width, 2 1/7 in. Office, 902 Witherspoon Building.

Advertising rates, agate, 10 cts. a line, 1,000 lines used within one year, 7 cts. a line. Reading notices, set solid, double display rates; leaded, triple price per count line. For combination rates see Philadelphia Presbyterian.

BAPTIST SUPERINTENDENT—Monthly. Sunday School. Established 1884. American Baptist Publication Society, publishers. Subscription, 25 cts.; claimed average circulation for year 1913, 5,100; 16 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Office, 1701-1703 Chestnut Street.

Advertising rates, agate, 10 cts. a line.

BAPTIST TEACHER—Monthly. Baptist. Established 1869. American Baptist Publication Society, publishers. Subscription, 50 cts.; claimed circulation for year 1913, 70,000; 64 pages, 2 columns; length of columns, 7½ in.; width, 2¼ in. Forms close 15th of second preceding month. Office, 1701-1703 Chestnut Street.

Advertising rates, agate, 40 cts. a line.

See advertisement on page 433.

BOOK NEWS MONTHLY—Literary. Established 1882. John Wanamaker, publisher. Subscription, \$1; claimed average circulation for year 1913, 18,000; 80 pages, 2 columns; length of columns, 10 in.; width, 2¾ in. Forms close 5th of preceding month. Office, City Hall Square.

Advertising rates, agate, 25 cts. a line; full page, \$40; ¾ and ½ pages, pro rata. Discount, 5, 10 and 15% on 3, 6 and 12 pages used within one year.

BRITISH AMERICAN—Every Saturday. Established 1887. British American Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 4 pages, 6 col-

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umns; length of columns, 18½ in.; width, 2¼ in. Can use matrices. Office, 718 Sansom St.

Advertising rates, agate, 5 cts. a line.

BUILDERS GUIDE—Every Wednesday. Architects and Owners. Established 1886. Building News Publishing Co., publishers. Subscription, \$5; claimed average circulation for year 1913, 5,000; 20 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Office, Perry Bldg.

Advertising rates, \$1.50 an inch; one inch, three months (13 times), \$15; six months (26 times), \$28; 12 months (52 times), \$50; full page, \$45, \$337.50, \$630 or \$1,125 for one, thirteen, twenty-six or fifty-two times, respectively; ½ or ¼ pages pro rata.

BULLETIN—Every evening except Sunday. Republican. Established 1847. William L. McLean, publisher. Subscription, \$4; sworn average circulation for first five months 1914, 326,608* net; 14 to 24 pages, 8 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices. Office, Bulletin Building, City Hall Square.

Advertising rates, agate, 35 cts. a line, flat; preferred position, 45 cts. a line. Double column advertisements must be at least 35 lines deep; triple columns, 70 lines; 4 columns in width, 100 lines; 5 columns, 125 lines; 6 and 7 columns, 150 lines deep. Semi-reading advertisements, occupying full position, if accepted, 50 cts. a line. Classified, agents or real estate, 15 cts., outline type 20 cts. a line; new publications or financial, 35 cts.; special notices, educational (in plain type only), or resorts, 20 cts. a line. Reading notices, \$2.50 a line; first page, \$3.50 a line.

BULLETIN OF PHOTOGRAPHY—Every Wednesday. Photography. Established 1907. Frank V. Chambers, publisher. Subscription, \$1.75; claimed average circulation for year 1913, 4,000; 32 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close one week in advance. Office, 212 No. 13th St.

Advertising rates, \$2.25 an inch; 2 in., \$3.75; ¼ page, \$7.50; ½ page, \$15; 1 page, \$30, with discount for six and twelve months.

CAMERA—Monthly. Photography. Established 1897. The Camera Publishing Co., publishers. Subscription, \$1.75; claimed average circulation for year 1913, 9,200; 96 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Forms close 12th preceding month. Office, 212 No. 13th Street.

Advertising rates, \$6.50 an inch; six months, \$6; one year, \$5.50 an inch; ¼ page, \$20; ½ page, \$33; one page, \$56. Discount on 6 or more insertions.

CATHOLIC STANDARD AND TIMES—Every Friday. Roman Catholic. Established 1866. Catholic Standard and Times Publishing Co., publishers. Subscription, \$2; circulation not given by publisher; 8 to 12 pages, 7 columns; length of columns, 20½ in.; width,

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2¼ in. Can use matrices. Office, 610 S. Washington Square.

Advertising rates, agate, 10 cts. a line, with discounts of 10, 20 or 30% on 1,500, 3,000 or 5,000 lines. Special notices, 15 cts. Reading notices, 25 cts. a line.

CHRISTIAN RECORDER—Every Thursday. African Methodist Episcopal. Established 1852. J. I. Lowe, publisher. Subscription, \$1; claimed circulation for year 1913, 7,500; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 631 Pine Street.

Advertising rates, 50 cts. an inch; one inch one year, \$13; larger space in proportion.

CHURCH PRESS ASSOCIATION MAGAZINES—Monthly. Religious-Various Denominations. Thirty magazines for individual churches, with a combined average circulation of 28,000; 00 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can not use matrices. Office, Witherspoon Building.

Advertising rates, one electrolyte does for all. ½ inch in 10 magazines, \$2.50; in 20, \$4.50; in 30 (entire list), \$6.75; one inch, \$4.50, \$8 or \$12; two in., \$8; \$15, or \$22.50; three in., \$11.50; \$21.50 or \$31.75; four in., (¼ page), \$15; \$27.50 or \$37.50.

COMMERCIAL AMERICA—Monthly (1st). English and Spanish. Commercial. Established 1904. Commercial Museum, publishers. Subscription, \$2; claimed average circulation for year 1913, 15,000; 56 pages, 2 columns; length of columns, 10½ in.; width, 3½ in. Cannot use matrices. Forms close 10th of month preceding. Office, 34th Street, below Spruce.

Advertising rates, both editions, full page, \$800; ½ page, \$450; ¼ page, \$300; ⅛ page, \$200.

COMMERCIAL CAR JOURNAL—Monthly (15th). Motor Wagons and Trucks. Established 1911. Chilton Company, publishers. Subscription, \$1; sworn detailed average circulation for year 1913, 6,874*; 96 to 120 pages, 2 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close 5th of month. Office, Market and 49th Streets.

Advertising rates upon application.

COMMERCIAL LIST AND PRICE CURRENT—Every Saturday. Commercial and Financial. Established 1827. Commercial List Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 5,000; 6 pages, 8 columns; length of columns, 25½ in.; width, 13½ ems. Can use matrices. Office, 241 Dock Street.

Advertising rates, agate, 15 cts. a line; reading notices, 25 cts. a line.

CONFECTIONERS JOURNAL—Monthly. Trade. Established 1874. The Confectioners Journal Publishing Co., publishers. Subscription, \$2; sworn detailed average circulation for 1913, 6,016; 148 pages, 2 columns;

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length of columns, 10½ in.; width, 3¾ in. Forms close 25th preceding month. Office, 723 Walnut Street.

Advertising rates, ⅓ page, \$6; ½ page, \$12; ¾ page, \$23; 1½ page, \$43; one page, \$74. Discount on continued insertions.

COUNTRY GENTLEMAN—Every Saturday. Agricultural. Established 1831. Curtis Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for year 1913, 251,000*; 32 to 84 pages, 4 columns; length of columns, 12½ in.; width, 2¾ in. Forms close Tuesday, 25 days in advance of publication date. Office, Independence Square.

Advertising rates, agate, \$1.50 a line; full page, \$900; ¼ and ½ pages, pro rata; 4th cover page, in two colors, \$1,300; 2nd or 3rd cover, two colors, \$1,100. Classified, 75 cts. a line.

CYCLOPAEDIA AND MEDICAL BULLETIN—Monthly. Medical. F. A. Davis, Co. publishers. Subscription, \$2; claimed average circulation for year 1913, 10,000; 11 pages, 1 and 2 columns; length of columns, 8 in.; width, 2½ and 5 in. Office, 1914-16 Cherry Street.

Advertising rates, 25 cts. a line; full page, \$30; ½ page, \$18; ¼ page, \$10; ⅛ page, \$6, with discounts on 3, 6 and 12 month contracts.

DEMOKRAT—Every evening except Sunday. German. Independent. Established 1838. German Daily Gazette Publishing Co., publishers. Subscription, \$3; average circulation for year 1913, 14,000; 8 to 12 pages, 7 columns; length of columns, 20½ in.; width, 2¾ in. Can use matrices. Office, 924 Arch Street.

Advertising rates on application.
See advertisement on page 536.

DENTAL COSMOS—Monthly (1st). Dental. Established 1859. The S. S. White Dental Mfg. Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 20,000; 200 pages, 2 columns; length of columns, 8½ in.; width, 2¾ in. Can use matrices. Forms close 10th of month preceding. Office, 12th and Chestnut Streets.

Advertising rates, upon application.

ECCLESIASTICAL REVIEW—Monthly. Catholic. Established 1889. The Dolphin Press, publishers. Subscription, \$3.50; claimed average circulation for 1913, 15,000; 128 pages, 2 columns; length of columns, 7½ in.; width, 2¾ in. Forms close 15th preceding month. Office, 1305 Arch Street.

Advertising rates, ¼ page, \$7.50; ½ page, \$15; one page, \$30.

EPISCOPAL RECORDER—Every Thursday. Reformed Episcopal. Established 1822. Episcopal Recorder, (Inc.) publishers. Subscription, \$3; sworn claimed average circulation for year 1913, 4,500; 12 to 16 pages, 3 columns, length of columns, 11 in.; width, 2¾ in. Can not use matrices. Office, 718 Sansome Street.

Advertising rates, 6 cts. a line; 1,000 lines or more within one year, 4 cts. a line. Read

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ing notices set solid, double display rates, leaded, triple price per count line. For combination rates see PHILADELPHIA PRESBYTERIAN.

ETUDE—Monthly. (25th of month preceding). Musical and Home. Established 1883. Theodore Presser Co., publishers. Subscription, \$1.50; detailed average circulation for first five months in 1914, 231,250*; 72 to 80 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 1st of second month preceding. Office, 1712 Chestnut St.

Advertising rates, agate, 80 cts. a line; full page (672 lines), \$500; ½ or ¼ page, pro rata; fourth cover (1 or 2 colors), \$750; 2nd or 3rd cover, \$600. Discount, three months contract, 5%; six months, 10%; one year, 20%.

FARM JOURNAL—Monthly. Agricultural. Established 1877. Wilmer Atkinson Co., publishers. Subscription, 5 years for \$1; claimed average circulation for year ending June 30, 1914, 850,107; 40 to 80 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Can use matrices. Forms close 5th preceding month. Office, S. W. corner Washington Square.

Advertising rates, agate, \$4.50 a line, flat, excepting June to September, inclusive, which is, \$4 a line.

FASHIONS—Monthly. Fashions. Household. Established 1891. Fashions Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 20 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close first of preceding month. Office, 718-724 Arch Street.

Advertising rates, agate, \$1.25 a line; full page, \$800; ¼ and ½ pages, pro rata.

FIRST AND THIRTY-NINTH TWENTY-SIXTH AND THIRTY-SIXTH WARD NEWS—First and 39th Ward, every Friday; 26th and 36th ward, every Thursday. Local. Established 1889. M. Skipper, publisher. Subscription, \$1; claimed combined average circulation for year 1913, 11,000; 4 pages, 6 and 7 columns; length of columns, 20 and 22 in.; width, 2 in. Office, 7th and Moore Streets.

Advertising rates, \$1 an inch, with discounts of 15, 30 or 50% on three, six or twelve month contracts.

FORWARD—Every Saturday. Presbyterian. The Presbyterian Board of Publication and Sabbath School Work, publishers. Claimed average circulation for 1913, 320,000; 8 to 12 pages, 4 columns; length of columns, 13 6/7 in.; width, 2½ in. Forms close 5 weeks in advance. Office, Witherspoon Bldg.

Advertising rates, agate, \$1 a line; 1,000 lines, 90 cts. In combination with four other Young People's Publications—Philadelphia Way, Boston Wellspring, Dayton (O.) Watchword and Richmond (Va.) Onward, \$1.75 a line; 1,000 lines or more, within one year,

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\$1.50 a line. For additional combination rates, see Philadelphia Presbyterian. Reading notices, set solid, double display rate, leaded, triple price per count line.

GIRLS' WORLD—Every Saturday. Baptist. Established 1908. American Baptist Publishing Society, publishers. Subscription, 30 cts.; claimed average circulation for 1913, 95,100; 4 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Forms close 2 months in advance. Office, 1701 Chestnut Street.

Advertising rates, agate, 30 cts. a line.

GWIAZDA—Every Thursday. Polish. Republican. Established 1901. Stephen M. Nowaczyk, publisher. Subscription, \$1.50. Claimed average circulation for year 1913, 9,500; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 3020-22 Richmond St.

Advertising rates, 50 cts. an inch; one month, 40 cts.; three months, 35 cts.; six months, 30 cts.; one year, 25 cts. an inch, per time.

HEIDELBERG TEACHER—Monthly. Religious. Established 1873. S. S. Board of the Reformed Church, publishers. Subscription, 60 cts.; claimed average circulation for year 1913, 16,600; 64 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 15th 2d preceding month. Office, 15th and Race Streets.

Advertising rates, agate, 12 cts. a line; 3 pages or more, at rate of 10 cts. a line.

HOME AND SCHOOL—Monthly. Family and Sunday School. Established 1911. American Baptist Publication Society, publishers. Subscription, 50 cts.; sworn average circulation for first six months 1913, 16,200; 48 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Cannot use matrices. Office, 1701 Chestnut Street.

Advertising rates, 15 cts. a line.

HOTEL AND CLUB NEWS—Monthly. Hotels, Clubs, etc. Established 1905. John F. Hobbs, publisher. Subscription, \$1; claimed circulation for year 1913, 7,185; 48 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Office, 122 So. 13th Street.

Advertising rates, \$2 an inch; full page, \$50; ½ and ¼ page, pro rata. Classified, 2 cts. per word.

IL MATTINO—Every morning including Sunday. Italian-Independent. Established 1914. Pietro Uacovini, editor and publisher. Subscription, \$4; claimed average circulation for six months ending June, 1914, 15,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices. Office, 926 South Ninth Street.

Advertising rates, agate, 10 cts. a line; last page, 15 cts.; 1st page, 30 cts. Amusements, 15 cts. Legal and political, 25 cts. a line, with discount on monthly or yearly contracts. Classified, 25 cts. for five lines or less.

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INQUIRER—Every morning including SUNDAY. Independent Republican. Established 1829. Philadelphia Inquirer Co., publishers. Subscription, daily, \$3; Sunday, \$2.50; sworn average circulation for year 1913, daily, 187,593* net paid; Sunday, 274,510* net paid; daily, 16 pages; Sunday, 72 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 1109 Market Street.

Advertising rates, agate, 5 lines or more, daily, 25 cts. a line; Sunday, 30 cts. a line; following and alongside reading, daily, 30 cts. a line; Sunday, 35 cts.; minimum space for full position advertisements, 28 lines; double column advertisements for position, must be at least 50 lines deep; triple column, 75 lines; financial, daily, 25 cts. a line; Sunday, 30 cts.; new publications, daily, 20 cts. a line; Sunday, 25 cts. Reading notices, set in agate, and marked "adv." daily, \$1 a line; Sunday, \$1.50 (no reading notices on first page). Reading notices, in body type, daily or Sunday, \$3 a line. Sunday magazine section, 40 cts. a line, color section, Sunday, ¼ page, \$150; ½ page, \$250; ¾ page, \$450; one page, \$800. Classified, 12 words, one time, 30 cts.; additional words, 2 cts. a word; agate or light faced type, 15 cts. a line; business chances, 25 cts.; medical, \$1 a line; special notices, 25 cts.; resorts, 20 cts. a line, with discount of 5 cts. a line if run 30 consecutive insertions or longer.

ITEM—Every Sunday. Republican. Established 1847. S. R. Burroughs, publisher. Subscription, \$1; circulation not given by publisher; 12 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, 1025-27 Ridge Ave.

Advertising rates, agate, 5 cts. a line, flat

JACOBS & COMPANY.

See advertisement on pages 502, 503, 504, 505 and 506.

JEWISH EXPONENT—Every Friday. Jewish News. Established 1883. Jewish Exponent Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 8,600; 14 pages, 5 columns; length of columns, 18 in.; width, 2½ in. Can use matrices. Office, 608 Chestnut Street.

Advertising rates, agate, 10 cts. a line, single insertion; 6 cts. a line for running ads.

KENSINGTONIAN—Every Thursday. Independent. Established 1909. Subscription, \$1; claimed average circulation for year 1913, 25,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 2215 Front Street.

Advertising rates, \$1 an inch; 52 time contract, 50 cts. an inch. Reading notices, 10 cts. a line.

KEYSTONE—Semi-Monthly. Jewelry-Trade. Established 1883. The Keystone Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 15,500; 136 pages, 3 columns; length of columns,

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10½ in.; width, 2¾ in. Office, 512 Race Street.

Advertising rates, \$3 an inch, with discounts on time or space contracts.

KEYSTONE MAGAZINE OF OPTOMETRY—Semi-Monthly (every other Thursday). Optical-Trade. Established 1909. The Keystone Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 12,000; 100 pages, 2 columns; length of columns, 8 in.; width, 2¾ in. Office, 512 Race Street.

Advertising rates, full page, \$40; ½ page, \$25; ¼ page, \$15; ⅓ page, \$8; with discounts on 3, 6, 12 or 26 time contracts.

LADIES' HOME JOURNAL—Monthly. Domestic. Established 1883. The Curtis Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for year 1913, 1,699,249*; 48 to 100 pages, 4 columns; length of columns, 14 9/32 in. Forms close 23rd of preceding month. Original half tones required. Office, Independence Square.

Advertising rates, agate, \$8 a line; ¼ page, single column, \$1,600; ½ page, double column, \$1,500; ¾ page, \$3,000; one page, \$6,000; 2nd cover (two colors), \$7,000; 2nd cover (three colors), \$8,000; 3d cover (two colors), \$7,000; 3d cover (three or four colors), \$8,000; 4th cover or colored insert (3 or 4 colors), \$10,000.

LIPPINCOTT'S MAGAZINE—Monthly (22d). Literary. Established 1868. J. B. Lippincott Co., publishers. Subscription, \$3; detailed average circulation for year 1913, 50,300* net paid; 175 pages, 2 columns; length of columns, 8 in., width, 2½ in. Forms close 8th of preceding month. Office, Washington Square.

Advertising rates, agate, \$5.60 an inch; full page, \$75; ½, ¼ and ⅓ pages, pro rata. Outside cover (2 colors), \$150; (3 colors), \$250; 2d and 3d covers, one color, \$100; two colors, \$150.

LUTHERAN—Every Thursday. Religious. Established 1856. The General Council Publication House, publishers. Subscription, \$2; claimed average circulation for year 1913, 10,000; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, agate, \$1.12 an inch, with discounts of 10, 20, 30 and 40% on 13, 26, 39 or 52 time contracts. Reading notices, 10 cts. a line.

LUTHERAN CHURCH WORK—Every Thursday. Lutheran Ministers People. Established 1907. Lutheran Publication Society, publishers. Subscription, \$1; claimed average circulation for year 1913, 11,000; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 1024 Arch Street.

Advertising rates, 10 cts. a line.

LUTHERAN OBSERVER—Every Friday. Lutheran. Established 1826. Lutheran Observer Association, publishers. Subscription,

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\$2; claimed average circulation for year 1913, 22,500; 32 pages, 3 columns; length of columns, 10 $\frac{3}{4}$ in.; width, 2 $\frac{3}{4}$ in. Office, Weighthman Building.

Advertising rates, agate, 12 cts. a line; 1,000 lines, 9 cts. a line. Reading notices, set solid, double display rate; leaded, triple price per counted line. For combination rates, see Philadelphia Presbyterian.

LUTHERAN YOUNG PEOPLE—Every Saturday. Juvenile. Established 1903. Lutheran Publication Society, publishers. Subscription, 60 cts.; claimed average circulation for year 1913, 34,000; 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{4}$ in. Office, 1424 Arch St.

Advertising rates, 10 cts. a line; one column, \$12; two columns, \$22; one page, \$30.

MASTER PRINTER—Monthly (1st). Trade. Established 1904. Master Printer Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 6,484; 48 pages, 2 columns; length of columns, 12 in.; width, 3 $\frac{1}{4}$ in. Cannot use matrices. Forms close 20th of preceding month. Office, 1011 Chestnut Street.

Advertising rates, full page, \$60; $\frac{1}{2}$ page, \$40; $\frac{1}{4}$ page, \$25; $\frac{1}{8}$ page, \$15, with discount on six or twelve months' contract.

MEDICAL COUNCIL—Monthly. Medical. Established 1895. The Medical Council Co., publishers. Subscription, \$1; sworn average circulation for year 1913, 27,125*; 100 pages, 2 columns; length of columns, 8 $\frac{1}{4}$ in.; width, 2 $\frac{11}{16}$ in. Forms close 12th preceding month. Office, 420 Walnut Street.

Advertising rates, agate, 60 cts. a line; $\frac{1}{2}$ page, \$15; $\frac{1}{4}$ page, \$20; $\frac{1}{8}$ page, \$35; full page, \$60, with discounts on 3, 6 or 12 month contracts.

MEDICAL SUMMARY—Monthly. Medical. Established 1879. R. H. Andrews, M. D., publisher. Subscription, \$1; claimed average circulation for year 1913, 10,000; 72 pages, 2 columns; length of columns, 8 $\frac{1}{4}$ in.; width, 2 $\frac{1}{2}$ in. Forms close 20th preceding month. Office, 2321 Park Avenue.

Advertising rates, $\frac{1}{4}$ page, six months, \$45; one year, \$80; $\frac{1}{2}$ page, six months, \$80; one year, \$150; one page, six months, \$150; one year, \$250; one inch, one year, \$25.

MEDICAL WORLD—Monthly. Medical. Established 1883. C. F. Taylor, M. D.; publisher. Subscription, \$1; sworn detailed average circulation for 1913, 23,619* net; 80 pages, 2 columns; length of columns, 8 $\frac{1}{4}$ in.; width, 2 $\frac{3}{4}$ in. Forms close 15th preceding month. Office, 1520 Chestnut Street.

Advertising rates, $\frac{1}{8}$ page, (one inch) one time, \$6; three months, \$14; six months, \$25; one year, \$46; $\frac{1}{2}$ page, one time, \$32; three months, \$84; one year, \$284; one page, one year, \$500.

METHODIST TIMES—Every Friday. Established 1876. Methodist Publishing Ass'n., publishers. Subscription, \$1; claimed aver-

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age circulation for 1913, 5,000; 16 pages, 3 columns; length of columns, 10 in.; width, 2 $\frac{1}{4}$ in. Office, 1018 Arch Street.

Advertising rates, agate, 6 cts. a line.

MORGEN GAZETTE—Every morning and evening except Sunday. **SONNTAGS GAZETTE**, Sunday, and Weekly **PENNSYLVANISCHE STAATS GAZETTE**, Saturdays. German. Established 1879. German Daily Gazette Publishing Co., publishers. Subscription (morning or evening), \$3; Sunday, \$2.30; weekly, \$2; circulation—not given by publisher, daily, 8 and 10 pages; Sunday and weekly, 24 to 32 pages, 7 columns; length of columns, 21 in.; width, 2 $\frac{1}{4}$ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 10 cts. a line; 5,000 lines within one year, 9 cts.; 10,000 lines, 8 cts.; 20,000 lines, 7 cts. a line; financial, 15 cts. a line; 1,000 lines, 14 cts.; 5,000 lines, 12 cts.; 10,000 lines, 10 cts.; preferred position, 5 and 10% extra. Classified, 1c. a word. Resorts, educational and personal, 10 cts. a line; medical, 15 cts. Reading notices, 50 cts. a line; first page, \$1 a line. Weekly, display, 5 cts. a line with discount on 5,000 lines and over.

See advertisement on page 536.

MOTOR PRINT—Monthly (1st). Motor-ing. Motor Print Co. (Inc.), publishers. Established 1906. Subscription, \$1; sworn detailed average circulation for 1913, 41,370*; 52 to 60 pages, 4 columns; length of columns, 12 in.; width, 2 $\frac{1}{4}$ in. Forms close 18th of preceding month. Office, 418-20 Sanson St.

Advertising rates, agate, \$1 a line (minimum space, 5 lines); 3 in., one time, \$35; $\frac{1}{2}$ page, \$50; $\frac{1}{4}$ page, \$75; $\frac{1}{8}$ page, \$90; $\frac{1}{2}$ page, \$120; one page, \$200. Discount on 6 or more insertions.

NATIONAL HERALD—Every Saturday. Hotels and Liquors. Established 1905. Eastern Herald Co. (Inc.), publishers. Subscription, \$3; claimed average circulation for year 1913, 26,333; 20 pages, 4 columns; length of columns, 12 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Office, 611 Bourse.

Advertising rates, agate, 20 cts. a line; $\frac{1}{4}$ page (180 lines), \$30; $\frac{1}{2}$ page, \$55; one page (720 lines), \$100. Discount, 13 times, 10%; 26 times, 15%; 52 times, 20%.

NEW IDEAS—Monthly (1st). Mail order. Established 1895. New Ideas Publishing Co., publishers. Subscription, 20 cts.; sworn detailed average circulation for first five months in 1914, 165,860*; 16 to 32 pages, 4 columns; length of columns, 13 in.; width, 2 $\frac{1}{2}$ in. Last forms close 15th of month preceding date of issue. Can use matrices. Office, 233 South 5th Street.

Advertising rates, agate, 60 cts. a line. Reading notices, \$1 a line.

See advertisement on page 538.

NEWS—Every evening. Republican. Established 1878. Starr Printing News Co., publishers. Claimed average circulation for

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1913 (free distribution), 400,000; 4 and 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 1513 Sansom Street.

Advertising rates, 15 cts. a line, first page, 30 cts. a line, flat.

See advertisement on page 433.

NEWS-POST—Every evening except Sunday. Independent. Established 1912. The Scripps Newspapers. Publishers. Subscription, \$3; claimed average circulation for six months ending June, 1914; 12,000; 8 to 16 pages, 8 columns, length of columns, 21¾ in.; width, 2 in. Can use matrices. Office, 100 Hamilton Street.

Advertising rates, agate, 2½ cts. a line, 2,500 lines, 2¼ cts.; 5,000 lines, 2 cts. a line. Resorts, publishers, schools or colleges, 2 cts. a line, flat.

NORD AMERIKA—Every Thursday. German. Roman Catholic. Established 1872. John Wiesler, Jr., publisher. Subscription, \$2.50; circulation—not given by publisher; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 1006 North Fifth Street.

Advertising rates, one inch, one time, \$1.20; one month, \$3; three months, \$8; six months, \$14; one year, \$25. Reading notices, 50 cts. a line.

NORTH AMERICAN—Every morning including Sunday. Independent Republican. Established 1871. Subscription, daily, \$3; Sunday, \$2.50; daily and Sunday, \$5.50; claimed average circulation for 1913, daily, 177,200 net; Sunday, 145,200 net; daily, 16 to 24 pages; Sunday, 64 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, corner Broad and Sansom Streets.

Advertising rates, daily or Sunday, agate, 25 cts. per line; following and next to reading, 30 cts. a line; first section, Sunday edition, next to and following reading, 35 cts. a line. Magazine section, 30 cts. a line; in position, 35 cts. a line. New books, display, 20 cts. a line; automobiles, daily, 25 cts.; 52 consecutive insertions in Sunday edition, 20 cts. a line, per time. Color section, Sunday, \$600 per page; \$300 ½ page; \$150 ¼ page; \$100 ⅓ page. Schools and colleges, displayed, classified, 25 cts.; 30 times, 20 cts. a line (cuts allowed). Resorts and hotels, agate or display type, 20 cts. a line; 15 cts. a line on 30 time orders. Classified, undisplayed, business opportunities, automobiles, hotels, for sale and mail order, 12 words or less, 30 cts.; agate or open face type, 15 cts. a line, daily or Sunday; personals, 15 cts.; mail order advertising, with cuts, 20 cts. a line; 10 lines or more, 15 cts. a line; special notices, 25 cts. a line. Double column ads. not accepted if less than 28 lines deep. Reading notices, agate measure, \$1 a line; without advertising marks, if accepted, \$2 a line.

NORTHWEST INDEPENDENT-NEWS—Every Saturday. Independent. Established 1890. Louis C. Macaran, publisher. Free dis-

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tribution; claimed circulation for year 1913, 15,000; 4 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 2107 Columbia Avenue.

Advertising rates on application.

OPINIONE—Every morning except Monday. Italian. Republican. Conservative. Established 1906. P. Jacorvini, publisher. Subscription, \$4; circulation not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2¼ in. Office, 924-926 South Ninth Street.

Advertising rates, per line, agate, first page, 25 cts.; last page, 10 cts.; inside pages, 5 cts. Special rates on yearly or monthly contracts. Classified ads., 5 lines or less, 25 cts.

PENNSYLVANIA FARMER—Every Saturday. Established 1880. The Lawrence Publishing Co., publishers. Subscription, 50 cts.; sworn average circulation for year 1913, 41,292* net; 20 pages, 4 columns; length of columns, 13¾ in.; width, 2½ in. Forms close Monday preceding.

Advertising rates, agate, 20 cts. a line, flat. Reading notices, 40 cts. a count line. A discount of 10% will be allowed on orders covering either The Ohio Farmer or The Michigan Farmer.

PENNSYLVANIA HERALD—Monthly. Sunday School. Religious. Established 1894. Pennsylvania State Sabbath School Association, publishers. Subscription, 25 cts.; claimed average circulation for 1913, 10,000; 16 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Office, Witherspoon Building.

Advertising rates, agate, 7 cts. a line; ¼ page, one time, \$3.50; ½ page, \$6; one page, \$10. Special position, 10% extra. Discount, three months, or 250 lines, within one year, 10%; six months, or 500 lines, 15%; one year, or 1,000 lines, 25%. Reading notices, 10 cts. per agate line.

PLAIN DEALER—Every Saturday. Independent-Progressive-Labor. Established 1905. Eric Hanff, publisher. Subscription, \$1; claimed average circulation for year ending May 31, 1914, 42,212; 8 to 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Real Estate Trust Building.

Advertising rates, 5 cts. a line, flat.

PRACTICAL DECORATOR—See Chicago, Ill.

PRACTICAL FARMER—Semi-Monthly (1st and 15th). Apicultural. Established 1855. Walker Publishing Co., publishers. Subscription, 50 cts.; claimed circulation for 1913, 61,328; 16 to 24 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close 10 days in advance. Office, 117,121 N. Seventh Streets.

Advertising rates, agate, 30 cts. a line, flat; full page, \$200. Reading notices, 60 cts. a line.

See advertisement on page 484.

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PRESBYTERIAN—Every Wednesday. Presbyterian. Established 1830. Presbyterian Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 14,100; 32 pages, 3 columns; length of columns, 11 in.; width, 2 2/7 in. Office, Wither- spoon Building.

Advertising rates, agate, 12 cts. a line; 1,000 lines or more, 9 cts. a line. In combination with the eight additional Denominational Publications—Philadelphia Lutheran, Observer, Baptist Commonwealth, Reformed Church Messenger, Episcopal Recorder, Harrisburg Evangelical, Cincinnati Herald and Presbyter, Journal and Messenger; Dayton (O.) Religious Telescope—90 cts. a line; 1,000 lines or more, 70 cts. a line. With the additional five Young Peoples Papers—Philadelphia Forward, Way, Boston Well-spring, Dayton (O.) Watchword, Richmond (Va.) Onward—14 publications in all, with a total circulation exceeding 670,000, \$2.65 a line; 1,000 lines or more, \$2.20 a line. Reading notices, set solid, double display or leaded three times display rate.

PRESS—Every morning including SUNDAY. Republican. Established 1857. The Press Co., publishers. Subscription, daily, \$3; Sunday, \$2.50; sworn average circulation for year ending March 31, 1914, daily, 73,212* net paid; Sunday, 167,140* net paid; daily, 12 to 16 pages; Sunday, 50 to 58 pages, 8 columns; length of columns, 21 1/2 in.; width, 2 1/8 in. Can use matrices. Office, corner Seventh and Chestnut Streets.

Advertising rates, daily, agate, a line, 20 cts.; Sunday, 25 cts. a line, flat; with discounts on daily, of 12 1/2, 15, 17 1/2, 20 22 1/2 or 25% on yearly contracts of 500, 1,000, 2,500, 5,000, 7,500 or 10,000 lines. Double column advertisements must be at least 25 lines deep. Financial daily or Sunday, 25 cts. a line; no position guaranteed. Society page (outline type only), 30 cts. a line. Classified, regular, 12 words, 30 cts.; each additional word 2 cts.; amusements, memorials, political, 30 cts. a line; astrology, excursions, 25 cts. a line; instructions, new publications, 20 cts. a line; steamships, 15 cts. a line. Mail order, with cuts, 20 cts.; without cuts, 15 cts. a line. Reading notices, \$1 a count line, agate; \$1.50 a line, nonpareil; first page, \$2, agate; \$2.50 a line, nonpareil.

PUBLIC LEDGER—Every morning including SUNDAY and EVENING LEDGER. Independent. Established 1836. Public Ledger Co., publishers. Subscription, morning, \$5; evening \$3; Sunday, \$2.50; claimed average circulation for first four months 1914, morning, 69,297; Sunday, 111,836; evening, circulation not given by publisher; morning or evening, 18 to 24 pages; Sunday, 64 to 80 pages, 7 columns; length of columns, 21 1/4 in.; width, 2 1/2 in. Can use matrices. Office, Sixth and Chestnut Streets.

Advertising rates, morning, evening or Sunday, agate 20 cts a line; preferred pages, 30 cts. a line. Pictorial section, Sunday, 40 cts.

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a line. Reading notices, \$1.50 a line; first page, \$2.50. Classified, daily or Sunday, 15 cts. a line.

QUIVER—Every Friday. Independent. Established 1891. James J. Wray, publisher. Subscription, \$1; claimed average circulation for year 1913, 10,000; 4 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Office, 4028 Filbert Street.

Advertising rates, 50 cts. an inch, with discount for space and time. Reading notices, 10 cts. a line; first page, 15 cts. a line.

See advertisement on page 452.

RAILROAD WIRE AND SIGNAL—Monthly (15th). Labor. Order of R. R. Telegraphers, Dispatchers, Agents and Signalmen, publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 24 pages, 2 columns; length of columns, 7 3/4 in.; width, 2 1/2 in. Cannot use matrices. Forms close 5th. Office, Sibley Building.

Advertising rates, \$1 an inch; full page, \$15; 1/2 page, \$7.50; 1/4 page, \$4.

RECORD—Every morning including SUNDAY. Independent Democratic. Established 1870. Record Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$1.50; sworn average circulation for six months prior to April 1, 1914, daily, 171,968* net paid; Sunday, 134,189* net paid; 12 to 60 pages, 8 columns; length of columns, 24 1/2 in.; width, 2 1/4 in. Can use matrices. Office, Record Bldg.

Advertising rates, daily or Sunday, 25 cts. a line; following and next reading, 30 cts.; financial, magazines and periodicals, or automobiles, 25 cts. a line; books, 20 cts. a line. Mail order, 20 cts.; 10 time order, 15 cts. a line. Classified, for sale, motor cycles, salesmen, real estate, etc., 10 cts. a line. Reading notices at bottom of news column, inside, \$1 a line; first page, \$2 a line; telegraphic readers (if accepted), \$2 a line.

REFORMED CHURCH MESSENGER—Every Thursday. Reformed Church. Established 1828. Reformed Church Publication Board, publishers. Subscription, \$1.75; claimed average circulation for year 1913, 9,900; 24 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Office, 15th and Race Sts.

Advertising rates, 10 cts. a line; 1,000 lines or more, 8 cts. a line. Reading notices, leaded, set solid, double display rate, triple price a count line. For combination rates, see Philadelphia Presbyterian.

SATURDAY EVENING POST—Every Saturday. Literary. Established 1728. The Curtis Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for 1913, 1,987,400; non-returnable; 48 to 88 pages, 4 columns; length of columns, 12 1/4 in.; width, 2 1/4 in. Forms close Tuesday, 25 days in advance. Original half tones required. Office, Independence Square.

Advertising rates, agate, \$8 a line; full page (680 lines), \$5,000; 1/4 and 1/2 pages, pro rata; 4th cover page (in colors), \$7,500;

The Wireless is indispensable to the ship at sea. The Advertising Agency is indispensable to the advertiser.

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2nd and 3rd covers (2 colors), \$6,000; center double page (black), \$10,000; (2 colors), \$12,000.

SEARCHLIGHT MAGAZINE—Monthly. Review. Searchlight Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 7,000; 64 pages, 2 columns; length of columns, 8 in.; width of columns, 2½ in. Forms close 1st of month preceding publication.

Advertising rates, full page, \$50; ½ page, \$30; ¼ or ⅓ page, pro rata. Classified, 50 cts. a line.

SERVICE—Monthly. Baptist. Established 1889. American Baptist Publication Society, publishers. Subscription, \$1; claimed circulation for year 1913, 9,500; 128 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 1st of preceding month. Office, 1701-03 Chestnut St.

Advertising rates, agate, 12 cts. a line.

SCHOOL PROGRESS—Monthly (1st) Educational. Established 1909. School Progress League, publishers. Subscription, \$1.50; claimed average circulation for year 1913, 20,000 net; 60 pages, 2 columns, length of columns, 8 in.; width, 2½ in. Cannot use matrices. Forms close 5th of month preceding. Office, 612-14 Chestnut Street.

Advertising rates, \$3 an inch; full page \$40, ½ or ¼ pages, pro rata. Classified, 30 cts. a line.

SOCIALIST—Monthly (1st). Socialist. Established 1912. Federation of Socialist Party Branches, publishers. Subscription, 25 cts.; claimed average circulation for year 1913, 47,000; 4 pages, 7 columns; length of columns, 19¼ in.; width, 2¼ in. Can use matrices. Office, 1326 Arch Street.

Advertising rates, \$1 an inch; ½ page, \$15; ¼ page, \$25; ⅓ page, \$40; one page, \$75, with discounts for time and space.

SONNTAGS BLATT—See Tageblatt.

SONNTAGS JOURNAL—Every Sunday. German. Independent. Established 1876. Wm. Regenspurger, publisher. Subscription, \$2.50; claimed average circulation for year 1913, 40,000; 16 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 148 North 5th Street.

Advertising rates on application.

SOUTH PHILADELPHIAN—Every Friday. Republican. Established 1895. Jas. E. Lennon, publisher. Subscription, \$1; claimed average circulation for year 1913, 5,500; 4 pages, 7 columns; length of columns, 22 in.; width, 2 in. Can use matrices.

Advertising rates on application.

SPORTING LIFE—Every Saturday. Baseball and Trap Shooting. Established 1883. Sporting Life Publishing Co., publishers. Subscription, \$2; claimed average circulation for

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year 1913, 36,296; 24 to 32 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close Tuesday preceding. Office, 34 South Third Street.

Advertising rates, agate, 25 cts.; full position, 50 cts. a line; full page (728 lines), \$160; ½ page, \$85; ¼ page, \$43; ⅓ page, \$21.75; back page, \$200, with discounts of 2½, 5 or 10% on 13, 26 or 52 consecutive insertions. Reading notices, 50 cts. a count line.

STAR—Every evening except Sunday. Republican. Established 1908. Starr Printing Co., publishers. Subscription, \$3; circulation not given by publisher; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 1513 Sansom Street.

Advertising rates, agate, 15 cts. a line; 13 times, or 1,000 lines, within one year, 14 cts.; 26 times, or 2,500 lines, 13 cts.; 52 times, or 5,000 lines, 12 cts.; 156 times, or 7,500 lines, 11 cts.; 312 times, or 10,000 lines, 10 cts. a line. Double column advertisements must be at least 28 lines deep. Medical, 20 cts. a line; educational, resorts and hotels, 15 cts. Special notices, 20 cts. a line; financial, 20 cts. a line. Reading notices, agate, 50 cts. a line.

SUNDAY DISPATCH—Republican. Established 1848. Dispatch Publishing Co., publishers. James L. Hall, editor. Subscription, \$1.50; circulation not given by publisher; 8 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Office, 718 Sansom Street.

Advertising rates, agate, 10 cts. a line. Discounts, 5% on 13 times; 10% on 25 times; 19% on one year. Classified, financial, 15 cts. a line. Special notices, 25 cts. a line; miscellaneous, 10 cts. Reading notices, nonpareil, 25 cts.; minion, 50 cts. a line.

SUNDAY SCHOOL TIMES—Every Saturday. Non-sectarian. Established 1859. The Sunday School Times Co., publishers. Subscription, \$1.50; claimed average circulation for 1913, 103,110; 20 pages, 4 columns; length of columns, 12 in.; width, 21/7 in. Office, 1031 Walnut Street.

Advertising rates, agate, 80 cts. a line; 1,000 lines, 72 cts.; 1,500 lines, 64 cts. a line.

SUNDAY SCHOOL WORLD—Monthly. A. S. S. U. Established 1861. American S. S. Union, publishers. Subscription, 75 cts.; claimed average circulation for 1913, 9,600; 52 pages, 3 columns; length of columns, 9½ in.; width, 2¼ in. Can use matrices. Office, 1816 Chestnut Street.

Advertising rates on application.

TAGEBLATT—Every morning except Sunday, and **SONNTAGSBLATT**, Sunday. German. Independent. Established 1877. Philadelphia Tageblatt Association, publishers. Subscription, daily, \$3; Sunday, \$2.50; claimed average circulation for year 1913, 39,500; Sunday, 35,000; daily, 8 pages; Sunday, 24 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices. Office, 613 Callowhill Street.

Advertising rates on application.

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TELEGRAPH—Every evening except Sunday. Independent Republican. Established 1864. The Evening Telegraph, publishers. Subscription, \$3; sworn average circulation for six months ending Sept. 30, 1913, 110,669* net paid; 12 to 20 pages, 7 columns; length of columns, 21 1/4 in.; width, 2 1/7 in. Can use matrices. Office, 704 Chestnut Street.

Advertising rates, agate, 20 cts. a line; 26 times or 1,000 lines, within one year, 19 cts.; 52 times or 2,500 lines, 17 1/2 cts.; 104 times or 5,000 lines, 16 cts.; 156 times, or 7,500 lines, 15 1/2 cts.; 260 times or 10,000 lines, 15 cts. a line; full position, 25% extra. Classified, solid agate or open face type, 15 cts. a line; two times a week, 10 cts.; six times a week, 8 1/2 cts. a line. Hotels and schools, set solid, or open face display type, 20 cts. a line; 26 times or more, 15 cts.; financial, 25 cts. a line. Double column advertisements must be at least 28 lines deep; triple columns, 75 lines. Reading notices, agate, \$1 a count line; first page, \$2 a line.

THERAPEUTIC GAZETTE—See Detroit. Mich.

TOBACCO WORLD—Semi-monthly (1st and 15th). Established 1881. The Tobacco World Corporation, publishers. Subscription, \$1; claimed average circulation for year 1913, 8,000; 48 pages, 2 columns; length of columns, 11 in.; width, 3 3/4 in. Cannot use matrices. Forms close one week in advance. Office, 236 Chestnut Street.

Advertising rates, full page, \$50; 1/2 page, \$30; 1/4 page, \$18; 1/8 page, \$10, with discount on 3, 6, or 12 months' contract.

TRADES UNION NEWS—Every Thursday. Labor. Established 1902. Trades Union News Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 16,500; 8 pages, 6 columns; length of columns, 19 3/4 in.; width, 2 1/2 in. Office, 619-21 Filbert Street.

Advertising rates on application.

TRAVELING ELK—Monthly. Fraternal. Elkdom. Established 1905. A. L. Weinstock, editor and publisher. Subscription, \$1; claimed average circulation 1913, 5,950; 20 to 50 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Office, 1024 Race St.

Advertising rates, 1/4 page, \$20; 1/2 page, \$35; one page, \$60. Classified, 20 cts. a line, or \$2 an inch.

TWENTIETH CENTURY PASTOR—Monthly. Homiletical. Established 1898. Downey & Co., (Inc.), publishers. Subscription, \$1.50; claimed circulation for year 1913, 12,063; 84 pages, 2 columns; length of columns, 8 1/2 in.; width, 2 1/2 in. Forms close 20th preceding month. Office, 1018 Arch Street.

Advertising rates, 20 cts. a line; full page, \$30; 1/4 and 1/2 page, pro rata; back cover page, \$35.

U. S. FINANCIAL AND MERCANTILE EXAMINER—Every Monday. Financial. In-

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dependent. Established 1895. W. H. Carter, editor and publisher. Subscription, \$5; claimed average circulation for year ending April 30, 1914, 7,714; 16 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Office, Real Estate Trust Building.

Advertising rates, agate, 20 cts. a line.

VEREINS UND LOGEN ZEITUNG—Every Saturday. German. Non-political. Fraternal. Established 1895. Adolph Timm, editor and publisher. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices. Office, 612 Chestnut Street.

Advertising rates, 25 cts. an inch, with 15% discount on six months; 25% on one year. Reading notices, 20 cts. a line.

VOCE DEL POPOLO—Every morning except Monday. Italian. Independent. Established 1893. Italo-American Publication and Printing Co., (Inc.), publishers. Subscription, \$5; claimed average circulation for year 1913, 23,000; daily, 6 pages; Sunday, 8 pages, 7 columns; length of columns, 20 1/2 in.; width, 2 1/2 in. Office, 906 Carpenter Street.

Advertising rates, 4th page, \$1 an inch; 5th page, \$1.50; 2d and 3d pages, \$2; 6th page, \$4; first page, \$5. Discount on monthly and yearly contracts.

WAY—Weekly. Reformed Church. Established 1878. Sunday School Board of Reform Church, publishers. Subscription, 35 cts.; claimed average circulation for 1913, 25,000; 8 pages, 4 columns; length of columns, 13 in.; width, 2 3/4 in. Office, 15th and Race Streets.

Advertising rates, agate, 10 cts. a line; 1,000 lines, 8 cts. a line. Reading notices, set solid, double display rate; leaded, triple price a count line. For combination rates see Philadelphia Forward, also Presbyterian.

WESTMINSTER TEACHER—Monthly. Presbyterian. Established 1872. The Presbyterian Board of Publication and Sabbath School Work, publishers. Subscription, 75 cts.; claimed average circulation for 1913, 52,000; 56 to 64 pages, 2 columns; length of columns, 8 1/2 in.; width, 2 1/2 in. Forms close 10th of second preceding month. Office, Witherspoon Building.

Advertising rates, agate, 25 cts. a line; three pages or the equivalent within one year, 22 1/2 cts. a line.

WOMAN & BEAUTY—Monthly (1st). Women's interest and fashions. Established 1914. Woman & Beauty Publishing Co., publishers. Subscription, \$1; sworn claimed average circulation for six months ending June, 1914, 7,000; 90 pages, 3 columns; length of columns, 10 in.; width, 2 1/4 in. Can use matrices. Forms close 20th of month preceding. Office, Perry Building.

Advertising rates, agate, 10 cts. a line, flat; inside cover, \$60; back cover (two colors), \$80. Reading notices, 30 cts. a line. Classified, 25 cts. a line.

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WORLD WIDE—Monthly. Baptist. Juvenile. Established 1908. American Baptist Publication Society, publishers. Subscription, 25 cts.; claimed average circulation for year 1913, 12,645; 12 pages, 2 columns; length of columns, 8 in.; width, 3 in. Office, 1701 Chestnut Street.

Advertising rates on application.

YOUNG FOLKS—Weekly. Juvenile. Lutheran. Established 1902. General Council Publication House, publishers. Subscription, 60 cts.; claimed average circulation for year 1913, 30,000; 12 pages, 3 columns; length of columns, 9½ in.; width, 2½ in.

Advertising rates, agate, \$1.68 an inch, with discounts of 10, 20, 30 or 40% on 13, 26, 39 or 52 time contracts. Reading notices, 10 cts. a line.

YOUNG FOLKS' CATHOLIC WEEKLY—Every Saturday during school year. Roman Catholic. Established 1889. H. L. Kilner & Co., publishers. Subscription, \$1; claimed average circulation for forty weeks (regular season), ending June 13, 1914, 18,500; 8 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 824 Arch Street.

Advertising rates, agate, 10 cts. a line; full page, \$25.

YOUNG PEOPLE—Every Saturday. Baptist. Juvenile. Established 1881. American Baptist Publication Society, publishers. Subscription, 60 cts.; claimed circulation for year 1913, 192,400; 8 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Forms close 6 weeks in advance. Office, 1701-3 Chestnut Street.

Advertising rates, agate, 60 cts. a line. See advertisement on page 433.

YOUTH'S WORLD—Monthly (in Weekly parts). Baptist. Juvenile. Established 1907. American Baptist Publication Society, publishers. Subscription, 30 cts.; claimed average circulation for year 1913, 88,250; 16 to 20 pages, 4 columns; length of columns, 14 2/7 in.; width, 2½ in. Office, 1701 Chestnut Street.

Advertising rates, 30 cts. a line.

PITTSBURGH—Population 533,905 (metropolitan district, 1,042,855). At the junction of the Allegheny and Monongahela Rivers and on twelve lines of railroads. Second largest city in Pennsylvania and fifth largest city in the United States in metropolitan population, with an enormous iron and steel manufacturing trade, representing perhaps one-third of the total product of the entire United States. Also a most extensive glass manufacturing center, producing two-thirds of the glass output of the country. One of the centers of electrical industry; the annual output of electrical machinery manufactured being more than \$20,000,000.00. Three-fifths of the bituminous coal mined in the State is produced here, its output being nine per cent of the world's supply. Has an abundance of

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natural gas, which is used extensively in manufacturing. Lumber, oil, coal, vanadium, aluminum, terra cotta products. Iron, steel and glass products shipped extensively. Payroll averages \$1,000,000.00 a day. University of Pittsburgh, Carnegie Institute and Library and Carnegie Institute of Technology located here. Bank clearings for 1912, \$2,798,790,214.00. Annual value of manufactured products, \$700,000,000.00.

ALLEGHENIER UND PITTSBURGER SONNTAGSBOTE—See Allegheny, Pa.

AMERICAN—Monthly (20th). Jr. O. U. A. M. Established 1888. National Council Jr. O. U. A. M., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 9,500; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates on application.

AMERIKANISKO SLOVENSKE NOVINY—Every Wednesday. Slavonic. Established 1886. American Slavonic Gazette Publishing Co., publishers. Circulation—not given by publishers; 12 pages, 7 columns; length of columns 21 in.; width, 2½ in. Can use matrices. Office, 612-614 Grant Street.

Advertising rates, 40 cts. an inch, flat. Classified, 1c. per word. Reading notices, 15 cts. a line; first page, 30 cts. a line.

AUTOMOBILE JOURNAL—Monthly. Established 1910. L. L. Carson, publisher. Subscription, \$1; claimed average circulation for year 1913, 7,800; 32 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices.

Advertising rates, \$2 an inch; ¼ page, \$8; ½ page, \$15; ¾ page, \$30; one page, \$60. Discounts on six and twelve month contracts.

BEOBACHTER—Every Friday. German. Catholic. Established 1879. Chas. J. Jaegle, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 12,926; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates upon application.

BIBLE TEACHER—Monthly. United Presbyterian. Established 1872. United Presbyterian Board of Publication, publishers. Subscription, 60 cts.; claimed average circulation for year 1913, 7,000; 32 pages, 2 columns; length of columns, 7¾ in.; width, 2½ in. Office, 209 Anderson Street.

Advertising rates, agate, 20 cts. a line; with discount on 4 or more insertions.

CATHOLIC—Every Thursday. Catholic. Established 1844. Catholic Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 16,000; 16 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Office, 14 Wood Street.

Advertising rates, one inch, one time, \$1.20; one month, \$4.50; three months, \$12; six

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months, \$20; one year, \$35. Reading notices, 15 cts. a line.

CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal. Established 1833. Methodist Episcopal Church, publishers. Subscription, \$1; claimed average circulation for 1913, 48,000; 32 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close one week in advance. Office, 524 Penn Avenue.

Advertising rates, agate, 25 cts. a line. Reading notices, 40 cts. a line.

CHRISTIAN UNION HERALD—Every Thursday. United Presbyterian. Established 1880. United Presbyterian Board of Publication, publishers. Subscription, 80 cts.; detailed average circulation for year 1913, 39,322*; 16 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Forms close 8 days in advance. Can use matrices. Office, 209 Anderson Street.

Advertising rates, agate, 20 cts. a line; 1,000 lines, 15 cts. a line; full column (140 lines), \$28; full page (420 lines), \$80. Reading notices, 40 cts. a count line.

CHRONICLE TELEGRAPH—Every evening except Sunday. Republican. Established 1841. Pittsburgh Chronicle Telegraph Publishing Co., publishers. Subscription, \$3; sworn average circulation for first five months 1914, 86,116* net; 12 to 32 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, corner Wood Street and Oliver Avenue.

Advertising rates, agate, 18 cts. a line; 1,000 lines, or 26 times, within one year, 14 cts.; 2,500 lines or 52 times, 12 cts.; 5,000 lines or 104 times, 11 cts.; 7,000 lines or 156 times, 10 cts. a line. Automobile advertising, 10 cts. a line, flat. Preferred position, 12½, 25 or 33⅓% extra. Classified, 10 cts. a line. Reading notices, 75 cts. a line; 500 lines, 60 cts.; 1,000 lines, 40 cts. a line, on contract; telegraphic readers, \$1 per line; first page (limited), \$2 a line. Special combined rate with Gazette Times for the same copy in consecutive issues, display, 22½ cts. a line.

COAL TRADE BULLETIN—Semi-monthly. Trade. Established 1898. The Coal Trade Co., publishers. Subscription, \$2; claimed average circulation for 1913, 5,650; 80 pages, 2 columns; length of columns, 8 in.; width, 2¼ in. Office, Park Building.

Advertising rates on application.

DISPATCH—Every morning, including Sunday and WEEKLY, Tuesday. Independent. Established 1846. The Dispatch Publishing Co., publishers. Subscription, daily, \$5; Sunday, \$2.50; weekly, \$1; sworn average circulation for six months prior to April, 1914, daily and Sunday, 64,638* net paid; weekly, claimed for 1913, 10,000; 12 to 72 pages; weekly, 8 pages; all editions 7 columns; length of columns, 21 in.; width, 2¼ in. Can use matrices. Office, 1331-1335 Fifth Avenue.

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Advertising rates, daily, one time, 18 cts. a line; 2 times, 17 cts.; 3 times, 16 cts.; 5 times, 15 cts.; one week, 14 cts.; one month, 12 cts.; three months, 9 cts.; six months, 8 cts.; one year, 7 cts. a line per time. Special line rates for e. o. d., etc. Sunday, 25 cts. a line; one month, 22 cts.; three months, 18 cts.; six months, 16 cts.; one year, 14 cts. a line per time. Open space, within one year, 1,000 lines, daily, 13 cts. a line; Sunday, 20 cts.; 2,000 lines, daily, 12 cts.; Sunday, 19 cts.; 3,000 lines, daily, 11 cts.; Sunday, 18 cts.; 4,000 lines, daily, 10 cts.; Sunday, 17 cts.; 5,000 lines, daily, 9 cts.; Sunday, 16 cts.; 10,000 lines, daily, 8 cts.; Sunday, 14 cts. Special position, 12½, 25 and 33⅓% extra. Special rate for hotels, resorts and school advertising, books and publishers, 15 cts. a line, daily or Sunday. Strictly mail order advertising, daily, 9 cts. a line; Sunday, 14 cts. a line. Automobile advertising (on auto page), daily, 9 cts.; Sunday, 14 cts. a line, flat. Pure reading notices, 50 cts. a line in daily; 60 cts. in Sunday, with discount of 10% on 500 lines or more; locals, 100 lines, 25 cts. in daily; 35 cts. in Sunday, with discount on 500 lines or more; telegraphic readers, \$1 an agate line measure. WEEKLY, display, 12 cts. a line; six weeks or 2,000 lines on yearly contract 11 cts.; two months or 3000 lines, 10 cts.; three months or 4,000 lines, 9 cts.; six months or 5,000 lines, 8 cts.; one year or 10,000 lines, 7 cts. a line.

ELECTRIC JOURNAL—Monthly. Technical. Established 1904. The Electric Journal, publishers. Subscription, \$1.50; claimed average circulation for year 1913, 12,833; 116 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 200 Ninth Street.

Advertising rates, full page, \$56; ½ page, \$32; ¼ page, \$17, with discounts on 3, 6 or 12 month contracts.

GAZETTE TIMES—Every morning, including Sunday. Republican. Established, 1786. The Pittsburgh Gazette Times, publishers. Subscription, daily, \$5; Sunday, \$2.50; sworn average circulation for first five months, 1914, daily, 84,866*; Sunday, 92,737*; daily, 12 to 20 pages; Sunday 56 to 80 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, corner Wood Street and Oliver Avenue.

Advertising rates, daily or Sunday, 20 cts. a line; 26 times or 1,000 lines, within one year, 16 cts.; 2,500 lines, 15 cts.; 104 times or 5,000 lines, 14 cts.; 156 times or 7,000 lines, 12½ cts. Preferred position, 12½, 25 or 33⅓% extra. Automobile advertising, flat rate of 15 cts. a line up to 7,000 lines, after which commercial card rates apply. Classified, 10 cts. a line. Reading notices, 75 cts. a count line; 500 lines, 60 cts.; 1,000 lines, 40 cts. a line; telegraphic readers, \$1 a line; first page, \$2 a line. Special flat combination rate with Chronicle Telegraph for the same display copy in consecutive issues display, 22½ cts. a line.

HASLO POLSKIE—Every Saturday. Polish. Established 1911. S. A. Dangel, publisher.

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Subscription, \$1; claimed average circulation for 1913, 8,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices. Office, 427-29 Third Avenue.

Advertising rates, 55 cts. an inch; 100 in. within one year, 40 cts.; 200 in., 35 cts.; 500 in., 31 cts.; 720 in., 29 cts.; 1,000 in., 25 cts. an inch. Reading notices, 20 cts. a line.

HERALD—Every evening except Sunday. Independent. Established 1902. Mayer Publishing and Printing Co., publishers. Subscription, \$3; circulation—not given by publisher; 8 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 231 Collins Avenue.

Advertising rates, 50 cts. an inch; one month, 40 cts.; three months, 35 cts.; six months, 30 cts.; one year, 25 cts. an inch, per time; preferred position extra. Brevier local notices, 15 cts. a line, with discount on 500 lines and over.

HILL TOP RECORD—Every Friday. Independent. Established 1904. The Hill Top Record Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 6,000; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices. Office, Mt. Oliver Post Office Building.

Advertising rates, 50 cts. an inch. Readers (brevier), 10 cts. a line. Classified, 1c. per word.

INDEX—Every Saturday. Society. Established 1890. The Index Co., (Inc.), publishers. Subscription, \$2.50; claimed average circulation for 1913, 12,000; 16 to 100 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close Wednesday preceding. Can use matrices. Office, Farmers Bank Building.

Advertising rates, agate, 15 cts. a line. Reading notices, 25 cts. a line.

IN THE OPEN—Monthly (1st). Conservation and outdoor life. Established 1911. In The Open Publishing Company, publishers. Subscription, \$1.50; claimed average circulation for 1913, 5,000; 72 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Cannot use matrices. Forms close 25th. Office, 401 House Building.

Advertising rates, \$3 an inch; full page, \$40; ½ page, \$22; ¼ page, \$12; 100 in. within one year, \$2.40; 200 or more in., \$2.35 an inch. Reading notices, 3 cts. per word, 2 insertions 2½ cts.; five insertions, 2 cts. per word each insertion.

JEWISH CRITERION—Every Friday. Society and Home. Established 1895. Chas. H. Joseph and D. Atten, publishers. Subscription, \$2; claimed average circulation for year 1913, 16,000; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Office, Oliver Building.

Advertising rates, agate, \$1.60 an inch, with discounts on time and space contracts.

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LABOR WORLD—Every Thursday. Labor and Industrial. Labor World Publishing Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 16 pages, 5 columns; length of columns, 17 in.; width, 2½ in. Can use matrices. Office, 218 Third Ave.

Advertising rates, 50 cts. to \$1 an inch. Locals, 10 cts. a line.

LEADER—Every evening and SUNDAY MORNING. Progressive. Established 1864. Leader Publishing Co., publishers. Subscription, daily, \$3; sworn average circulation for six months prior to April, 1914, daily and Sunday, 78,746* net paid; daily, 12 to 32 pages; Sunday, 44 to 64 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 431 Fifth Avenue.

Advertising rates, daily or Sunday, agate, 8 cts. a line; full position, 25% extra. Classified, 10 cts. a count line. Reading notices, 35 cts. a line, with discount on 500 lines and over; pure reading notices, 50 cts. a count line; telegraphic readers, \$1 a line.

MEN'S RECORD AND MISSIONARY MONTHLY—Monthly (1st). United Presbyterian. Established 1904. United Presbyterian Board of Home Missions, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 4,500; 32 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 20th. Office, 209 Ninth Street.

Advertising rates, full page, \$15; ½ page, \$8; ¼ page, \$4.

METHODIST RECORDER—Every Wednesday (dated Saturday). Methodist. Protestant. Established 1839. F. W. Pierpont, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 10,000; 24 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Office, 200 Pittsburg Life Building.

Advertising rates, agate, 8 cts. a line, with discounts of 10% for 13 times or 500 lines; 15%, 26 times or 1,000 lines. Reading notices, 15 cts. a line.

NATIONAL LABOR TRIBUNE—Every Thursday. Labor. Established 1873. Subscription, \$2; circulation—not given by publisher; 3 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Office, Sixth Avenue and Smithfield Street.

Advertising rates, 60 cts. an inch. Reading notices, 12½ cts. per line (brevier).

NATIONAL STOCKMAN AND FARMER—Every Saturday. Live Stock and Agricultural. Established 1877. Stockman-Farmer. Publishing Co., publishers. Subscription, \$1; detailed average circulation for year 1913, 132,399*; 12 to 40 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close Saturday preceding. Office, 110 Shady Avenue.

Advertising rates, agate, 50 cts. a line, flat, preferred position, 20% extra. Reading notices,

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\$1.75 per nonpareil line. Special combination rate with Farmers' Review, Chicago, Ill., display, 80 cts. a line. For further combination rates, see Associated Farmers Papers, Chicago.

NEW GUIDE—Every Saturday. Sunday School. Established 1904. F. W. Pierpont, publisher. Subscription, 75 cts.; claimed average circulation for 1913, 24,000; 8 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Office, 219 Federal Street.

Advertising rates, agate, 10 cts. a line. Reading notices, 20 cts. a line.

POST—Every morning including SUNDAY. Democratic. Established 1842. The Post Publishing Co., publishers. Subscription, daily, \$5; Sunday, \$2.60; sworn detailed average circulation for six months ending June 30, 1913, daily, 44,109*; Sunday, 68,346*; daily, 14 to 18 pages; Sunday, 80 to 90 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices. Office, corner Liberty Avenue and Wood Street.

Advertising rates, agate, daily, 8 cts. a line, flat; Sunday, 10 cts. a line, flat. Preferred positions, 10 or 25% extra. Classified, daily or Sunday, 7 cts. a line. Reading notices, 50 cts. a line; first or editorial page, \$1 a line. Combination with evening SUN and daily POST, display, 12 cts. a line or with Sunday POST, 14 cts. a line.

POULTRY AND FARM REVIEW—Monthly (15th). Poultry. Established 1909. Poultry and Farm Review Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 10,000; 20 to 64 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Office, Jenkins Arcade.

Advertising rates, \$2 an inch; 1 page, \$60; ¼ and ½ pages, pro rata. Readers, 25 cts. a line. Classified, 3 cts. per word.

PRESBYTERIAN BANNER—Every Thursday. Presbyterian. Established 1814. Chas. Taylor, publisher. Subscription, \$2; sworn average circulation for year 1913, 13,300*; 32 pages, 3 columns; length of columns, 11½ in.; width, 2¼ in. Cannot use matrices. Office, Fulton Building.

Advertising rates, agate, 10 cts. a line.

PRESS—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1884. Press Publishing Co., publishers. Subscription, daily, \$3; Sunday, \$2.50; sworn average circulation for six months prior to April 1, 1914, daily, 108,413* net paid; Sunday, 97,064* net paid; daily, 12 to 32 pages; Sunday, 54 to 72 pages, 8 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices. Office, 254 Fifth Avenue.

Advertising rates, daily or Sunday, agate, 20 cts. a line; six times, on yearly contract, 17 cts.; seven times, 16 cts.; 13 times or

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1,000 lines, 15 cts.; 27 times, 14 cts.; 40 times or 2,500 lines, 13 cts.; 53 times or 5,000 lines, 12 cts.; 183 lines (every other day), 11 cts.; 365 times (daily) or 7,500 or more lines, 10 cts. per line. Mail order, automobile, publishers, educational, steamship, hotels or resorts, 12 cts. per line, flat. Preferred position, 10 or 25% extra. Classified, 10 cts. a line. Reading notices, business, 35 cts. a line; following news reading, 50 cts.; preceded and followed by news or telegraphic, \$1 a line; head lines charged double space.

SLOVENSKY DENNIK—Every evening except Sunday. Slavonic. Independent. Established 1900. American Slavonic Gazette Publishing Co., publishers. Subscription, \$5; circulation—not given by publisher; 4 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Office, 612-614 Grant Street.

Advertising rates, 75 cts. an inch; 100 in., 50 cts.; 250 in., 45 cts.; 500 in., 40 cts.; 750 in., 35 cts.; 1,000 in., 30 cts. an inch. Reading notices, 10 cts. a line.

SLOVENSKY HLASNIK—Every Thursday. Slavak-Lutheran. Established 1900. Slovenic Evangelical Union of America publishers. Subscription, \$1.20; circulation not given by publisher; 8 pages, 6 columns, length of columns, 19½ in.; width, 2½ in. Can not use matrices. Office, 1601 Beaver Avenue.

Advertising rates, 60 cts. an inch; 200 in. on yearly contract, 40 cts.; 500 in., 38 cts.; 750 in., 36 cts.; 1,000 in., 34 cts.; 1,500 in. or more 30 cts. an inch. Special position, 25% extra. Reading notices, 15 cts. a line.

SONNTAGSBOTE—Every Friday. German-Neutral. Established 1878. German American Printing and Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 19,400; 8 to 12 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Can use matrices. Office, 104 Federal Street.

Advertising rates, one square ½ inch, one time, 75 cts.; two times, \$1.25; three times, \$1.75; four times, \$2.25; five times, \$2.50. Reading notices, 15 cts. a line; on contract, 10 cts. a line.

SUN—Every evening except Sunday. Independent. Democratic. Established 1906. The Sun Publishing Co., publishers. Subscription, \$3.08; sworn average circulation for six months ending June 30th, 1914, 45,567*; 16 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices. 612 Wood Street.

Advertising rates, agate, 8 cts. a line, flat. Preferred position, 10 or 25% extra. Classified, 7 cts. a line. Reading notices, 50 cts. a line; local notices, 30 cts. a line; telegraphic readers, \$1 a line. Combination with morning POST, which see.

TEAM OWNER'S REVIEW—Monthly. Trade. Established 1902. The Consolidated Pub. Co. (Inc.), publishers. Subscription,

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\$1; claimed average circulation for year 1913, 5,000; 40 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Office, Westinghouse Building.

Advertising rates, full page, \$50; ½ page, \$29; ¼ page, \$17; ⅛ page, \$10.

TRINACRIA—Every Saturday. Independent. Italian. Established 1901. Mariano Cancellere, editor and proprietor. Subscription, \$1; average circulation for 1913, 6,500; 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Cannot use matrices. Office, 602 Webster Avenue.

Advertising rate, \$4 an inch for 3 months.

UNITED PRESBYTERIAN—Every Thursday. United Presbyterian. Established 1842. Hurdock, Kerr & Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 17,000; 32 pages, 3 columns; length of columns, 11½ in.; width, 2¼ in. Can use matrices. Office, 209 Ninth Street.

Advertising rates, agate, 12 cts. a line; discounts, 10% on 13 times, or 500 lines; 20% on 26 times, or 1,000 lines; 30% on 52 times, or 2,000 lines. Reading notices, 25 cts. a nonpareil line.

VOLKSBLATT UND FREIHEITSFREUND—Every morning, including SUNDAY, and WEEKLY, Thursdays. German. Republican. Established, daily, 1848; weekly, 1894. Neel-Hirsch Publishing Co., publishers. Subscription, daily, \$3.50; Sunday, \$1.50; weekly, \$1; circulation—not given by publisher; 8 pages; Sunday, 12 pages, 8 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, 529 Wood Street.

Advertising rates on application.

VOLKSFREUND—Every Friday. Jewish and Hebrew. Established 1888. J. S. Glick, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 5,000; 4 to 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Office, 95 Logan Street, corner Colwell.

Advertising rates, one inch, one year, \$10; 2 in., \$16; 3 in., \$22.

WIELKOPOLANIN—Every Thursday. Polish. Catholic. Political and Social. Established 1898. Rev. C. Tomazoska, publisher. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in. Forms close Tuesdays preceding. Office, 56 Twenty-second Street.

Advertising rates, 75 cts. an inch.

POTTSTOWN—Population 15,599. On Schuylkill River and two railroads. Extensive steel and iron manufacturing center. A number of rolling mills, nail works, steel mills and furnaces; also foundries and machine shops, silk and hosiery mills, automobile and auto casting and agricultural implement works.

NEWS—Every morning except Sunday. Independent. Established 1874. Pottstown Daily

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News Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 5,184* net; 6 to 12 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in.

Advertising rates, 70 cts. an inch; 50 in., 45 cts.; 100 in., 40 cts.; 150 in., 35 cts.; 200 in., 30 cts.; 250 in., 25 cts.; 500 in., 21 cts.; 1,000 in., 18 cts. Composition, 4 cts. an inch extra; position alongside reading, 15% extra. Strictly mail order advertising, 25 cts. an inch. Reading notices, 10 cts. a line, first time; 8 cts. a line each subsequent insertion; 500 lines, 5 cts.; 1,000 lines, 4 cts.; 4,000 lines or more, 3 cts. a line. Classified, 5 cts. a line.

POTTSVILLE—Population 20,236. Immediately adjacent there are a number of boroughs and townships which give Pottsville, within a six mile radius, a population of 70,000. On Schuylkill River and three railroads. Greatest headquarters in the world of the Anthracite coal industry. Extensive interests in the manufacture of iron and silk goods, brass, knit goods, shirt waists, shirts, shoes and lumber. Also very large steel plant. Reading & Pennsylvania railroad shops and shops of Philadelphia & Reading Coal and Iron Co., are located here.

CHRONICLE—Every evening except Sunday. Progressive. Established 1875. Charles Meyers, publisher. Subscription, \$3; claimed average circulation for year 1913, 6,800; 6 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 16 cts. an inch; next reading, 24 cts.; full position, 36 cts. an inch. Locals, 10 cts. a line.

JOURNAL—Every evening except Sunday. Republican. Established 1826. Miners Journal Newspaper Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 7,100* net paid; 6 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch, with discount for space. Composition, 5 cts. an inch additional. Reading notices, 10 cts. a line.

REPUBLICAN—Every evening except Sunday. Republican. Established 1884. J. H. Zerby, publisher. Subscription, \$3; sworn detailed average circulation for year 1913, 11,297* net; 6 to 8 pages, 7 columns; length of columns, 22 in.; width, 2¼ in.

Advertising rates, first insertion, 10 cts. a line; second insertion, 5 cts.; third insertion, 4 cts.; each additional insertion, 3 cts.; 200 to 1,000 in. within one year, first insertion, 60 cts. an inch; second insertion, 48 cts.; each additional insertion, 36 cts. Discounts for larger space. Position, ½ extra.

READING—Population 96,071. On Schuylkill River and two railroads. Is the trading

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center for 300,000 prosperous people. Extensively engaged in the manufacture of iron and steel products, hardware supplies, hosiery and knit goods; industries including rolling mills, blast furnaces, bolt and nut, nail, tube, boiler plate and stove works. Also lumber, paper and cotton goods, beer, and fur and wool hats. Large railroad shops. Bank clearings for 1913, \$96,996,527.03. Total value of manufactured products for 1913, about \$73,000,000.00.

EAGLE—Every evening except Sunday, and **SUNDAY MORNING**. Independent. Established daily, 1868; Sunday, 1877. Reading Eagle Co., publishers. Subscription, daily, \$5; sworn average circulation for year 1913, daily, 21,781*; Sunday, 15,572*; daily, 10 to 24 pages, 8 columns; length of columns, 20 3/4 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, daily or Sunday, agate, 8 cts. a line; 250 lines within one year, 5 cts.; 2,000 or more lines, 4 cts. a line. Preferred position, 10% extra. Local notices, reading type, 25 cts. a line, with discount on 500 lines or over. Agate notices, 10 cts. a line. Classified at display rates.

HERALD—Every evening except Sunday. Independent. Established 1881. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 6,016* net paid; 8 to 16 pages, 7 columns; length of columns, 20 3/4 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, one inch 75 cts.; three times, \$1.50; six times, \$2.50; 30 times, \$8.40; on contract, 1,000 in. or more, 2 cts. a line. Reading notices, nonpareil, 10 cts. a line; first page, 15 cts. a line. Classified, 1/2 c. per word.

NEWS-TIMES—Morning edition of Telegram, which see.

REFORMED CHURCH RECORD—Every Thursday. Religious. Established 1888. I. M. Beaver, publisher. Subscription, \$1.25; claimed average circulation for year 1913, 5,522; 4 pages, 7 columns; length of columns, 21 in.; width, 2 1/4 in.

Advertising rates, 75 cts. an inch; one month, \$2.50; 3 months, \$6.25; 6 months, \$10; one year, \$15. Preferred position, 20% extra.

TELEGRAM AND NEWS-TIMES—Every morning and evening except Sunday. Independent. Established 1857. Reading Printing Co., publishers. Subscription, either edition, \$3; sworn average circulation since consolidation, March 9, 1914, 25,933* net paid; 10 to 20 pages, 8 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, including both editions, 4 cts. a line; 2,000 lines on yearly contract, 3 1/2 cts. a line; mail order, books and publishers, resorts, schools, steamships or financial, 3 1/2 cts. a line, flat. Reading notices, body type, 25 cts.; nonpareil, 15 cts.; telegraphic, first page, \$1; inside pages, 50 cts. a count line. Classified 1c. per word.

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SCOTTDALÉ—Population 5,456. Two railroads. In the center of coal fields, which together with coke and iron is shipped extensively. Industries also include rolling mills, gas and water pipe works, cast iron pipe foundries and blast furnaces.

MENNONITISCHE RUNDSCHAU—Every Wednesday. German. Non-political. Established 1878. Mennonite Publishing House, publishers. Subscription, \$1; claimed circulation for year 1913, 5,900; 20 pages, 3 columns; length of columns, 10 1/2 in.; width, 2 1/4 in.

Advertising rates, 50 cts. an inch; four or more issues or four or more in. in one issue, 40 cts.; 100 or more in., on contract, 30 cts. an inch.

SCRANTON—Population 129,867. Metropolis of anthracite coal fields of America and greatest coal mining city in the world. Commercial center of 600,000 white people; third city in the state. Produces 20,000,000 tons of anthracite coal annually, worth \$46,000,000 at the mines. Has the largest educational institution in the world, with 1,400,000 students (by mail) enrolled, and employing 4,200 people. Has great manufacturing interests, excelling especially in heavy hardware and textiles; second silk manufacturing city in America, and handles one-third of all raw silk imported into the United States. Leads world in manufacture of composition specialties, buttons, insulated electrical appliances and advertising novelties. A single plant manufactures 3,000,000 buttons a day. Has 17 banks and 3 trust companies, with deposits of \$57,534,095. Postoffice receipts about half million dollars a year. Has seven railroads. Has the best third rail electric railroad in country; 10 colleges and academies; 125 churches and missions; 6 theatres.

COLLIERY ENGINEER—Monthly. Technical Coal Mining. Established 1881. International Textbook Co., publishers. Subscription, \$2; sworn average circulation for nine months ending April, 1914, 12,091* net; 64 pages, 2 columns; length of columns, 10 in.; width, 3 1/2 in. Can use matrices. Forms close 15th preceding month.

Advertising rates, 1/4 page, one time, \$4; 1/4 page, \$12.50; 1/2 page, \$22; 3/4 page, \$31; 1/2 page, \$40; one page, \$75; 10% discount on yearly contracts.

NEWS—Every morning except Sunday. Independent-Progressive. Established 1913. Scranton News Publishing Co., (Inc.) publishers. Subscription, \$3; claimed average circulation for six months ending June, 1914, 22,000; 00 pages, 7 columns, length of columns, 21 1/4 in.; width, 2 1/2 in. Can use matrices. Office, 316 North Washington Avenue.

Advertising rates, 5 cts. a line; 1,000 lines on yearly contract, 4 cts.; 2,000 lines, 3 cts.; 3,500 lines, 2 1/2 cts.; 5,000 lines, 2 cts. a line. Guaranteed position, 10 or 25% extra. Readers, 20 cts. a line; 2,000 or more lines, 15 cts. a line.

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PENNSLYWANSKI GORNIK—Every Thursday. Polish-Independent. Established 1912. Polyglot Publishing Co., publishers. Subscription, \$2; guaranteed average circulation for year 1914-15, 30,000* net; 10 to 12 pages, 7 columns, length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 218 Lackawanna Avenue.

Advertising rates, 50 cts. an inch.

RETAIL EQUIPMENT—Monthly (1st). Store equipment. Established 1891. Brains Corporation, publishers. Subscription, \$2; claimed average circulation for 1913, 17,262; 48 pages, 4 columns, length of columns, 11½ in.; width, 2½ in.

Advertising rates, \$5 an inch. Discount 10 or 25% on 3 or 12 insertions.

SCRANTONIAN—Every Sunday. Independent. Established 1897. Richard Little, publisher. Subscription, \$2; sworn detailed average circulation for six months ending March 31, 1914, 25,540* net paid; 28 to 36 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; 51 in., 80 cts.; 100 in., 75 cts.; 500 in., 70 cts.; 1,000 in., 65 cts.; 2,000 in., 60 cts. an inch. Preferred position, 15 and 25% extra. Reading notices, nonpareil, 15 cts. a line.

TIMES—Every evening except Sunday. Democratic. Established 1869. Edward J. Lynett, publisher. Subscription, \$3; sworn average circulation for six months ending June 1914, 36,473* net paid; 14 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, daily, agate, 10 cts. a line; 500 lines within one year, 6 cts.; 2,000 lines, or more, 5 cts. a line; preferred position, 10 and 25% extra. Strictly mail order advertising, 6 cts. a line. Classified, 1c. a word. Reading notices, 25 cts. a count line; first page, 50 cts.; telegraphic readers, \$1 a count line; hold face headlines count double.

TRIBUNE-REPUBLICAN TRUTH—Every morning and evening except Sunday. Independent Republican. Established 1867. Tribune Publishing Co., publishers. Subscription, \$3; sworn average circulation for four months ending June, 1914, 34,540 net; 12 to 32 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. a line; 1,000 lines, 8 cts. a line; 2,500 lines, 7 cts.; 5,000 lines, 6 cts.; 10,000 lines, or more, 5 cts. a line. Mail order copy, 6 cts. a line. Special position, 10 and 25% extra. Reading notices, 30 cts. a line; 200 lines and over, 25 cts.; telegraphic, \$1 a count line. Classified, 1c. per word.

SELLERSVILLE—Population 1,572. Industries include the manufacture of sash, doors, blinds, cigars, cigar boxes, clothing and pressure gauges.

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POULTRY ITEM—Monthly. Poultry, etc. Established 1898. Item Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 45,000; 68 to 200 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 25th preceding month.

Advertising rates, agate, \$4.20 an inch; annual contract, \$3.75 an inch, with further discounts for additional space. Preferred position, 10% extra.

SHARON—Population 15,270. On Pittsburgh & Lake Erie, Pittsburgh, Ft. W. & Chicago, Lake Shore & Michigan Southern and Erie Railway Systems. Extensive coal mining interests throughout the surrounding territory. Other industries are: Iron and Steel manufactures and furnaces, saw, planing, rolling mill and flour mills and boiler shops.

TELEGRAPH—Every evening except Sunday. Progressive. Established 1892. Addison C. Dickinson, Publisher. Subscription, \$5.20; sworn average circulation for six months prior to April, 1914, 4,550* net paid; 00 pages, 7 columns, length of columns, 20½ in. width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; 150 in., 22 cts.; 250 in., 17 cts.; 500 or more in., 15 cts. an inch. Composition, 5 cts. an inch additional. Special position 10 or 20% extra. Reading notices, 10 cts. a count line. Telegraphic, 20 cts.; front page, 50 cts. a line. Classified, 1 ct. per word.

SMETHPORT—Population 1,817. Three railroads. Extensive lumber interests. Has saw mills, glass factories and bark extract mills.

BOY'S MAGAZINE—Monthly (15th). Literary. Juvenile. Established 1909. The Scott F. Redfield Co., publishers. Subscription, \$1; claimed average circulation for first six months 1914, 100,000; 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 1st of preceding month.

Advertising rates, agate, 50 cts. a line; full page (720 lines), \$324; ¼, ½ and ¾ pages, pro rata.

SOUTH BETHLEHEM—Population 19,973. On Lehigh River and two railroads. Zinc and iron ore in vicinity. Has very large steel plant, also paper box factory, hosiery, ribbon and knitting mills, foundry and machine shops, zinc, iron, brass and boiler works, cold storage and ice plant. Seat of Lehigh University.

GLOBE—Every evening except Sunday. Independent. Established 1894. O. H. Mickley, publisher. Subscription, \$3; claimed average circulation for year 1913, 8,000; 12 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 500 in., within one year, 25 cts.; 1,000 in., 20 cts.; 1,500 or more in., 15 cts. an inch. Reading

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notices, 10 cts. a line; 250 lines, 8 cts.; 500 lines, 7 cts.; 750 lines, 6 cts.; 1,000 or more lines, 5 cts. a line.

TITUSVILLE—Population 8,533. Located on Oil Creek and Lake Shore & Michigan Southern Railroad. An enterprising oil town, there being a number of oil wells and refineries in vicinity. Other important industries are silk mills; cutlery and saddlery plants; tannery; machine shops, forge, radiator, oil well supply, iron and steel works.

HERALD—Every morning except Sunday. Republican. Established 1865. S. A. Bloss, editor and publisher. Subscription, \$5.20; sworn detailed average circulation for year 1913, 4,583* net; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 25 in. on yearly contract, 22 cts.; 50 in., 17 cts.; 100 in., 15 cts.; 250 in., 14 cts.; 500 in., 13 cts.; 1,000 in., 12 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c per word.

UNIONTOWN—Population 13,344. Two railroads. Center of a coal mining and iron producing section. Industries include the manufacture of iron castings, radiators, bricks, flour, lumber, leather and glass. Ships extensively coal, coke, iron and live stock.

HERALD—Every morning except Sunday. Republican. Established 1907. Fayette Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 9,332* net paid; 8 to 12 pages; length of columns, 20 in.; width of columns, 2½ in.

Advertising rates, 35 cts. per inch; 500 in., 20 cts.; 1,000 in., 15 cts. Composition, 5 cts. an inch extra; full position, 25% extra; next to reading, 10% extra. Reading notices, first page, brevier, 10 cts. per line; inside page, brevier, 5 cts. per line. Classified, 1c. per word.

WASHINGTON—Population 18,773. Three railroads. Petroleum, coal and lime produced extensively. Also has glass works, oil well tool works, machine shops, tin plate and flour mills. Washington and Jefferson College located here.

OBSERVER—Every morning except Sunday. **REPORTER**, every evening except Sunday. Independent. Established 1808. Observer Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 14,500; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, morning or evening, 20 cts. an inch; full position, 25% extra; read-

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ing notices, 8 cts. per line. Classified, 1c. a word. Combination, morning and evening, display, 35 cts. an inch; readers, 14 cts. a line.

WAYNESBURG—Population 3,545. Located 50 miles from Pittsburg, on Waynesburg & Washington Railroads, in a large natural gas region. Is an extensive trade and shipping center. Several pure bred stock farms in the immediate vicinity. Other industries are iron foundries; tin plate and flour mills; brick work and shovel factory.

DEMOCRAT-MESSENGER—Every Friday. Democratic. Established 1813. Democrat Printing Co. (Inc.), publisher. Subscription, \$1; claimed average circulation for six months ending June, 1914, 5,400; 8 pages, 7 columns; length of columns, 19¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. an inch; composition, 2 cts. an inch additional. Local readers, 10 cts. a line.

WEST CHESTER—Population 11,767. Three railroads. The center of an excellent agricultural section. Extensive grain shipping trade. Industries include foundries, machine shops, wheel factory, nurseries, creamery and planing mills.

LOCAL NEWS—Every evening except Sunday. Established 1872. Daily Local News Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 15,185* net paid; 6 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; additional insertions, 6 cts. a line. Classified, 1c. a word (minimum charge 25 cts.). Reading notices, 15 cts. a line.

WILKES BARRE—Population 67,105. On Susquehanna River and six railroads. Distributing center for population exceeding 300,000 within a radius of ten miles. A most important coal producing section, supplying nearly one-half of all the anthracite mined in the United States. Also extensive manufacturing interests, including car and wagon axles, locomotives, adding machines, copper wire, automobiles, electrical goods, stoves, hosiery, curtains, filters, lace, silk and cotton goods. Also has iron works, planing and flour mills, brick yards and coal screen factories. Annual value of manufactured products, \$21,614,812.60, exclusive of anthracite coal, value of which was \$81,614,413.70, in Luzerne County.

COURIER HERALD—Every Thursday. Labor Fraternal. Established 1899. H. W. and C. F. Yetter, editors and publishers. Subscription, \$1; claimed average circulation for

The owner of advertising space usually has excellent ideas how to market his product. These ideas are represented in the space in this book devoted to advertising.

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1913, 5,000; 8 pages, 6 columns; length of columns, 20 in.; width, $2\frac{1}{8}$ in. Cannot use matrices.

Advertising rates, 30 cts. an inch; 250 in., 25 cts.; 500 in., 20 cts.; 1,000 in., 15 cts.; 1,500 in., 10 cts. an inch. Reading notices or classified, 10 cts. a line.

LUZERNE COUNTY EXPRESS—Every Saturday. German-Republican. Established 1880. Paul A. Drippe, publisher. Subscription, \$2; claimed average circulation for six months ending June, 1914, 6,500; 12 pages, 7 columns, length of columns, 19 in.; width, $2\frac{1}{8}$ in. Cannot use matrices.

Advertising rates upon application.

NEWS—Every evening except Sunday. Republican. Established 1878. John A. Hourigan, publisher. Subscription, \$3; circulation, sworn average for six months prior to April, 1914, 14,224; 12 and 16 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{8}$ in. Can use matrices.

Advertising rates, 3 cts. a line; 2,000 lines, 2 cts. a line. Classified, 1c. a word. Reading notices, 10 cts. a count line, with discount on 1,000 lines or more.

PRACA—Every Thursday. Polish-Independent. Established 1905. S. J. Tyburski, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 9,800; 8 pages, 7 columns; length of columns, $19\frac{1}{2}$ in.; width, $2\frac{1}{8}$ in. Can use matrices.

Advertising rates, upon application.

RECORD—Every morning except Sunday. Republican. Established 1873. Wilkesbarre Record Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April, 1914, 15,613* net paid; 18 to 36 pages, 7 columns; length of columns, 21 in.; width $2\frac{1}{8}$ in. Can use matrices.

Advertising rates, one inch, one time, \$1; one week, 60 cts.; one month, 46 cts.; three months, 38 cts.; six months, 33 cts.; one year, 28 cts. an inch per time. E. o. d., $\frac{2}{3}$ of daily rates. Open space within one year, 100 in., 75 cts. an inch; 200 in., 60 cts.; 300 in., 50 cts.; 500 in., 40 cts.; 1,000 in., 35 cts. Position, 10 and 25% extra. Reading notices, 10 and 20 cts. a line. Classified, 1c. per word.

See advertisement on page 550.

TIMES-LEADER—Every evening except Sunday. Independent. Established 1879. The Leader Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for six months prior to April, 1914, 19,172* net; 16 to 20 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $8\frac{1}{8}$ in. Can use matrices.

Advertising rates, agate, \$1 an inch; 1,000 lines within one year or 52 times, 1 time a week, $3\frac{1}{2}$ cts. a line; 3,500 lines, or e. o. d. 156 times, 3 cts. a line; 7,000 lines or every day, 312 times, $2\frac{1}{2}$ cts. a line. Position, 15 and 25% extra. Strictly mail order advertising 3 cts. a line. Reading notices, 30 cts. a

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line; telegraphic readers, 50 cts. a line. Classified, 10 cts. a line.

WILLIAMSPORT—Population 31,860. On Susquehanna River and four railroads. The center of a region very rich in coal deposits and with most extensive lumber interests. Industries include furniture and valve factories; silk, rolling and nail mills, machine shops, lumber mills and tanneries. Bank clearings for 1913, \$62,320,000.00. Annual value of manufactured products, \$14,500,000.00.

GAZETTE AND BULLETIN—Every morning except Sunday. Republican. Established 1901. Gazette & Bulletin Publishing Association, publishers. Subscription, \$3; sworn detailed average circulation for 1913, 10,224* net; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, $2\frac{1}{8}$ in.

Advertising rates, daily, 56 cts. an inch; 51 in., 49 cts.; 101 in., 35 cts.; 151 in., or more, 21 cts. an inch. Position, 10 or 25% extra. Reading notices, 15 cts. a line; telegraphic, 25 cts. a line. Classified, 1c. a word.

GRIT—Every week, dated Sunday. Established 1882. Grit Publishing Co., publishers. Subscription, \$2; sworn detailed average circulation for year 1913, 267,083*; 12 to 16 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{8}$ in. Can use matrices. Forms close Tuesday preceding date of issue.

Advertising rates, agate, 75 cts. a line, flat. Reading notices, \$1.50 a count line. Position, 10 and 20% extra. Classified, 2 lines, \$1.50; 75 cts. each additional line (7 words).

See advertisement on page 487.

SUN AND NEWS—Every evening except Sunday. Independent. Established 1872. Sun and News Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for 1913, 16,015* net; 8 to 16 pages, 7 columns; length of columns 21 in.; width, $2\frac{1}{8}$ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; one week, 6 cts. a line; 12 times, 5 cts.; one month, $4\frac{1}{2}$ cts.; 39 times, 4 cts.; 52 times, $3\frac{1}{2}$ cts.; three months, 3 cts.; 104 times, $2\frac{1}{2}$ cts.; six months or more, $2\frac{1}{2}$ cts. a line, per time. Open space used within one year, 1,000 lines, $4\frac{1}{2}$ cts. a line; 2,000 lines, 4 cts.; 5,000 lines, $3\frac{1}{2}$ cts.; 7,500 lines, 3 cts.; 10,000 lines, $2\frac{1}{2}$ cts. Position extra. Pure reading, 25 cts. per count line; ordinary reading notices, 15 and 12 cts. a line. Classified, 1c a word.

See advertisement on page 442.

YORK—Population 44,750. Four railroads. The center and distributing point for an excellent agricultural section, with a most extensive trade. Manufacturing interests also very large, including iron foundries, automobiles, cigar and ice machine factories, farm implement, car and soap works, silk and hosiery mills and breweries. Bank

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clearings for year ending April 30, 1913. \$49,582,307.42. Total value of manufactured products for 1913, \$20,000,000.00.

DISPATCH—Every evening except Sunday, and **YORK DAILY**, every morning except Sunday. Independent Republican. Established, Dispatch, 1876; York Daily, 1871. Dispatch Publishing Co., publishers. Subscription, \$3; sworn detailed average combined circulation for year 1913, 19,137* net; 8 to 24 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate covering both editions, 6 cts. a line; 1,400 lines, 5 cts.; 2,800 lines, 4 cts.; 4,200 lines, 3 cts.; 7,000 lines, or more, 2½ cts. a line. Preferred position, 10 and 25% extra. Classified, 1c. a word.

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Local reading notices, 30 cts. a count line; telegraphic readers, 50 cts. a count line.

See advertisement on page 497.

GAZETTE—Every morning except Sunday. Democratic. Established 1795. York Gazette Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 8,038; 10 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; one inch, one week, \$1.50; one month, \$5; E. O. D., 10% additional; 2 times a week, 20%; 100 in. within one year, 30 cts. an inch; 200 in., 25 cts.; 300 in., 21 cts.; 500 in., 18 cts.; 1,000 in. or more, 15 cts. an inch. Classified, 1c. a word. Reading notices, 8 cts. a line; first page, 10 cts. a line.

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NEWPORT—Population 27,149. On Narragansett Bay and three railroads. Direct steamer connection to New York City and Providence. Well known as a fashionable watering place. Manufactures include brass, copper and furniture.

MERCURY—Every Saturday. Republican. Established 1758 by Benjamin Franklin. Republican. Mercury Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 7,500; 8 pages, 6 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, one square (10 lines, nonpareil), one time, \$1; one month, \$2.50; three months, \$6; six months, \$9; one year, \$15. Reduced rates for larger space. Reading notices, 50% additional to display rates.

NEWS—Every evening except Sunday. Non-partisan. Established 1846. The T. T. Pittman Corporation, publishers. Subscription, \$6; sworn average circulation for year ending March, 1914, 4,486* net paid; 8 to 12 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 75 cts. an inch; 100 in., within one year, 33 cts.; 200 in., 27 cts.; 300 in., 23 cts.; 500 in., 20 cts.; 1,500 in., 15 cts.; 3,000 or more in., 14 cts. an inch. Composition, 10% additional. Special positions, 25, 50, 75 and 100% additional. Reading notices, 75% more than display.

PAWTUCKET—Population 51,022. On Pawtucket River and N. Y. N. H. & H. R. R. Extensive shipping point for brick, cement, lumber and coal. Has abundant water power. Industries include the extensive manufacture of thread, calico prints, cotton and woolen goods; also has plush and braid works, steam fire engines, machinery, files, leather and spool factories and bleaching and dyeing works.

ACCESSORY AND GARAGE JOURNAL—Monthly (14th). Established 1911. Automobile Journal Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 15,000; 2 columns; length of columns, 10 in.; width of columns, 3½ in.

Advertising rates, ¼ page, \$14; ½ page, \$24; ¾ page, \$36; one page, \$60. Discount on six or more insertions.

AUTOMOBILE JOURNAL—Semi-Monthly (10th and 25th). Established 1905. Automobile Journal Publishing Co., publishers. Subscription, \$1; detailed circulation for year 1913, 18,340; 144 pages, 2 columns; length of columns, 8½ in.; width, 3½ in.

Advertising rates, \$7.50 an inch; 3 months, \$6.75 an inch; six months, \$6.25; one year, \$5 an inch per insertion; ¼ page (4 in.), one time, \$28; ½ page, \$45; one page, \$75. Discounts for 3, 6, 9 and 12 months. Classified, 20 cts. a line.

MOTOR TRUCK—Monthly. Commercial Vehicles. Established 1910. Automobile Journal Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 9,940; 120 pages, 2 columns; length of columns, 10 in.; width, 3½ in.

Advertising rates, ¼ page, \$14; ½ page, \$24; ¾ page, \$36; one page, \$60. Discount on 3, 6, 9 and 12 months.

TIMES—Every evening except Sunday. Republican. Established 1885. Times Publishing Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 21,628*; 12 to 28 pages, 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1 inch, one time, \$1.40; \$1.12, 91c, 84c, 77c, 70c, 63c, 59½c, 56c, 52½c, 49c, 45½c, or 42c an inch for 2,

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3, 4, 5, 6, 13, 26, 39, 52, 78, 104 or 156 times respectively. Open space used within one year, 100 in., 70 cts. an inch; 250 in., 56 cts.; 500 in., 49 cts.; 750 in., 45½ cts.; 1,000 in., 42 cts. Special positions, 10 and 25% extra; first page (lower half only), 12 cts. a line. Classified, 1c. a word each insertion. Reading notices, 20 and 30 cts. a line each time; telegraph readers, 50 cts. a line.

PROVIDENCE—Population 221,326. Commercial metropolis of the state and second largest city in New England, with most extensive manufacturing interests, including largest tool factory in the world, large silver, file, screw and jewelry manufacturing establishments. Other industries include hosiery, cotton, woolen, cigar, steam engine, rubber and stove factories. Seat of Brown University. Bank clearings for 1913, \$426,567,200.00. Annual value of manufactured products, \$120,241,000.00.

BULLETIN—Every evening except Sunday. Independent. Established 1863. Providence Journal Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April, 1914, 48,142* net paid; 20 to 48 pages, 7 columns; length of columns, 19 6/7 in.; width, 2½ in.

Advertising rates, agate, 9 cts. a line, flat. Preferred position, 2 cts.; full position, 3 cts. a line extra. Double columns must be 28 lines; three columns, 42 lines; four columns, 56 lines; five or more columns, 98 lines deep. Classified, 1c. a word. Reading notices, (lead only), 50 cts. a count line.

JOURNAL—Every morning including SUNDAY. Independent. Established, daily, 1829; Sunday, 1885. Providence Journal Co., publishers. Subscription, daily, \$6; Sunday, \$2; sworn average circulation daily, for six months prior to April, 1914, 17,802* net paid; Sunday, 31,029* net paid; daily, 12 to 20 pages; Sunday, 44 to 62 pages, 7 columns; length of columns, 19 6/7 in.; width, 2½ in.

Advertising rates, agate, daily, 7 cts.; Sunday, 8 cts. a line, flat. Preferred position, 2 cts.; full position, 3 cts. a line additional. Double columns must be 28 lines; three columns, 42 lines; four columns, 56 lines; 5 or more columns, 98 lines deep. Classified, 1c. a word. Readers (lead only), daily, 35 cts.; Sunday, 40 cts. a count line.

MANUFACTURING JEWELER—Every Thursday. Trade. Established 1884. Walter B. Frost & Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 60 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Office, 42 Weybosset Street.

Advertising rates, \$2 an inch; 2 in., \$3.25; 3 in., \$4.25; for each additional inch, add \$1. Discount on 4, 13, 26 or 52 insertions.

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NATIONAL JEWELER—See Chicago, Ill.

NEWS—Every evening except Sunday. Independent-Republican. Established 1892. The Hope Publishing Co., publishers. Subscription, \$3; circulation—not given by publishers; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; 10,000 lines on contract, 2½ cts. a line. Special position, 15 or 25% extra; first page, 10 cts. a line. Reading notices, 25 cts. a line; telegraphic, 55 cts. a line. Classified, 1c. per word.

TRIBUNE—Every evening except Sunday, and SUNDAY TRIBUNE, Sunday morning. Independent. Established 1906. Subscription, daily, \$3; Sunday, \$2; sworn average circulation for six months prior to April, 1914, daily, 20,230* net paid; Sunday, 12,770* net paid; daily, 12 to 28 pages; Sunday, 32 to 56 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 10 cts. a line; 2 times, 8 cts.; 3 times, 7 cts.; 6 times, 6 cts.; one month, 5 cts.; three months, 4 cts. Open space within one year, 2,000 lines, 8 cts.; 3,000 lines, 7 cts.; 5,000 lines, 6 cts.; 7,500 lines, 5½ cts.; 10,000 lines or more, 5 cts. a line. Position, extra. Publishers, rate, 6 cts. a line, flat; resorts, and educational, 5 cts. a line. Classified, 1c. per word; if displayed, 5 cts. a line. Reading notices set in regular body type, 30 cts. a line, with discount on 500 lines and over; agate, leaded, 25 cts. a line, with discount on 500 lines and over.

See advertisement on page 450.

VISITOR—Every Friday. Roman Catholic. Established 1875. Visitor Printing Co., publisher. Subscription, \$2; claimed average circulation for year 1913, 7,300; 8 pages; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, 5 cts. a line; three months, 4 cts.; six months, or longer, 3 cts. a line.

WESTERLY—Population 8,696. On Pawcatuck River and N. Y. N. H. & H. R. R. Industries include the manufacture of printing presses, also thread, cotton and woolen factories and large greenhouses; also the extensive quarries of fine granite.

SUN—Every evening except Saturday. Republican. Established 1893. The Utter Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 5,630*; 8 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in., 25 cts.; 200 in., 23 cts.; 350 in., 20 cts.; 500 in., 18 cts.; 1,000 in., 15 cts.; books and magazines, 20 cts. an inch, flat. Preferred position, 10 and 25% extra. Reading notices, 15 cts. a count line. Classified, 1c. a word, minimum 25 cts.

RHODE ISLAND

WOONSOCKET—Population 38,125. On Blackstone River and N. Y. N. H. & H. R. R. Most extensive interests in the production of woolen and worsted yarns. Also manufactures rubber shoes, wringers, machinery and has very large cotton and woolen mills.

CALL AND REPORTER—Every evening except Sunday. Independent. Established 1892. Samuel E. Hudson, publisher. Subscription, \$2.50; claimed average circulation for 1913, 12,560; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, nonpareil, 1 inch, one time, \$1; one week, \$4.50; one month, \$9.90;

RHODE ISLAND

three months, \$25.92; six months, \$44.10; one year, \$72; e. o. d., ⅔ of daily rates. Open space, within one year, 100 in., 50 cts. an inch; 250 in., 40 cts.; 500 in., 30 cts. an inch. Composition, 10 cts. an inch extra. Preferred position, ⅓ or ¼ additional. Classified, 1c. a word. Reading notices, 20 cts. a line.

UNION—Monthly (15th). French. Catholic. Fraternal. Established 1901. Union St. Jean-Baptiste Amerique, publishers. Subscription, 50 cts.; claimed average circulation for 1913, 25,000; 16 pages, 5 columns; length of columns, 16 in.; width, 2½ in.

Advertising rates, \$2 per inch.

SOUTH CAROLINA

CHARLESTON—Population 58,833. Near Atlantic Ocean and two railroads. Has fine harbor, with direct steamship lines to New York, Philadelphia, Boston, Baltimore, Jacksonville and New Orleans. Extensive shipping center for naval stores, phosphate, rice and cotton. Manufactures include cotton presses, cotton and rice mills and fertilizers. Most extensive trade in cotton goods generally. South Carolina Military College, South Carolina Medical College and Charleston College located here. Annual value of manufactured products \$105,000,000.00.

NEWS AND COURIER—Every morning including SUNDAY NEWS, and SEMI-WEEKLY, Wednesdays and Saturdays. Democratic. Established 1803. The News and Courier Co., publishers. Subscription, daily, \$6; daily and Sunday, \$8; Sunday, \$2; semi-weekly, \$1; sworn average circulation for six months prior to April, 1914, daily and Sunday, 10,683* net paid; semi-weekly, claimed, 5,500; daily, 8 to 12 pages; Sunday, 24 to 28 pages; semi-weekly, 8 pages, 7 columns; length of columns, 12 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 6 cts. a line; 1,400 lines, within one year, 5 cts.; 2,100 lines, 4½ cts.; 2,800 lines, 4 cts.; 3,500 lines, 3½ cts.; 4,200 lines, 3 cts. a line. Guaranteed positions, 10 or 25% extra. Semi-weekly, 5 cts a line, with discounts same as for daily. Classified, 1c. a word.

See advertisement on page 497.

POST—Every evening except Sunday. Independent. Democratic. Established 1894. Evening Post Publishing Co., publishers. Subscription, \$6; detailed average circulation for nine months ending April, 1914, 9042*; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; 1,400 lines, within one year, 3½ cts.; 2,800 lines,

3 cts.; 4,200 lines, 2½ cts.; 7,000 lines or more, 2 cts. a line; special resort or educational rate, 2½ cts a line; preferred position, 10 and 20% extra. Reading notices, 10 cts. a line; telegraphic readers, 25 cts. a line. Classified, 1c. per word.

CLINTON—Population 3,272. Two railroads. Distributing center for an excellent farming and cotton section. Industries include extensive cotton and cotton seed oil mills and fertilizer factories. Seat of Presbyterian College of South Carolina and Thornwell Orphanage.

JACOBS & COMPANY, RELIGIOUS PRESS ADVERTISING SYNDICATE—See advertisement on pages 502, 503, 504, 505 and 506.

COLUMBIA—Population 26,319. On Congaree River at junction of Broad and Saluda Rivers. Is the geographical, railroad, financial and educational center of the state. Nine lines of railroad and an adequate boat line plies between here and coast. Cotton interests are most extensive and fertilizer ranks second and there are a number of diversified manufacturing plants. Value of manufactured products for 1913, \$11,098,743.00. Bank clearings during 1913, \$57,383,537.48.

LUTHERAN CHURCH VISITOR—Every Thursday. Lutheran. Established 1904. Lutheran Board of Publications, publishers. Claimed average circulation for year 1913, 6,800. Subscription, \$1.50; 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, 30 cts. an inch, with discount of 5, 10, 15 or 20% on 50, 100, 200 or 300 inches space. Reading notices, 50 cts. an inch, display discounts applying.

RECORD—Every evening except Sunday, and SUNDAY MORNING. Democratic.

SOUTH CAROLINA

Established 1897. Record Publishing Co., publishers. Subscription, daily, \$5; daily and Sunday, \$6; sworn average circulation for first six months 1914, daily and Sunday, 9,110* net; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2 cts. a line, flat. Reading notices, 15 cts. a line; telegraphic readers, 25 cts. a line. Classified, 1c. a word.

STATE—Every morning including SUNDAY. Democratic. Established 1891. A. E. Gonzales, publisher. Subscription, daily, \$8; sworn average circulation for six months ending March 31, 1914, daily and Sunday, 21,350* net paid; daily, 10 to 16 pages; Sunday, 24 to 48 pages, 7 columns; length of columns, 21 in.; width, 13 ems. Can use matrices.

Advertising rates, daily or Sunday, 6 cts. a line; 1,400 lines, within one year, 5 cts.; 2,800 lines, or more, 4 cts. a line. Preferred position, 10 and 20% extra. Classified, 1c. a word (minimum charge 25 cts.). Reading notices, minion type, 25 cts. a line.

See advertisement on page 486.

GREENVILLE—Population 15,741. On main line of Southern Railway, two other railroads and an interurban electric line. Extensively engaged in cotton shipments and the manufacture of cotton goods, a most important market in that line. Said to be the largest cotton manufacturing point in the South. Seat of Furman University, Chicora College and Greenville Female College. Annual value of manufactured products in county, \$15,692,660.00.

BAPTIST COURIER—Every Thursday. Baptist. Established 1869. Baptist Courier Co., publisher. Subscription, \$2; sworn detailed average circulation for year 1913, 7,275*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, 73 cts. an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

NEWS—Every morning including SUNDAY and WEEKLY (Thursday). Democratic. Established 1874. Geo. W. Brunson, Jr., editor

SOUTH CAROLINA

and publisher. Subscription, daily, \$7; weekly, 60 cts.; sworn average circulation for six months prior to April, 1914, 5,068* net paid; weekly, 3,000; daily, 8 to 16 pages; weekly, 8 pages; daily and weekly, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 50 cts. an inch; 50 in., within one year, 42 cts.; 100 in., 28 cts.; 200 in., 21 cts. an inch. Whiskey and beer advertising, 20% additional. Special position, 10 and 20% extra. Reading notices, 10 cts. a count line. Classified, 1c. per word. WEEKLY, display, 20 cts., flat an inch.

SOUTHERN CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal, South; Established 1837. S. A. Nettles, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 12,981; 16 pages, 4 columns; length of columns, 13¾ in.; width, 2½ inches.

Advertising rates, \$1.35 an inch, with discount for space.

SPARTANBURG—Population 17,517. On Carolina, Cincinnati, Clinchfield & Ohio; Southern; Charleston & Western Carolina Railway Systems; also Piedmont & Northern Interurban. Gold and iron mines and lime stone quarries in vicinity. Other industries are brick yards; carriage factories and cotton mills. Seat of Wofford College (Methodist Episcopal) and Converse College (female). Annual income of the various industries, \$15,942,685.00.

HERALD—Every morning except Monday, including SUNDAY, and JOURNAL every evening except Sunday. Democratic. Spartanburg Herald Publishing Co., publishers. Subscription, morning, \$6; evening, \$5.00; sworn average circulation for four months ending August, 1914, morning, 4,939*; Sunday, 5,696*; evening, 3,772*. Either edition 8 to 24 pages, 7 columns, length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, morning or evening, 1½ cts a line; 5,000 lines or more (evening only) 1¼ cts. a line. Special position, 10, 15, or 25% extra. Classified, 1 ct. per word.



SOUTH DAKOTA

ABERDEEN—Population 10,753, gain of 163 per cent over 1910. Distributing trade center of farming region and jobbing and railroad center of half the state. Four railroads radiate in nine directions, Aberdeen being only city in state on transcontinental line. 70 wholesale houses do annual jobbing business \$20,000,000. 29 factories have monthly payroll \$25,000 and annual output \$3,000,000. Six banks have annual clearings \$20,000,000. Is location of Northern Normal and Industrial School, with 1,000 students.

AMERICAN—Every morning except Monday. Republican. Established 1904. Aberdeen American Co., publishers. Subscription, \$6; sworn detailed circulation for six months ending March 31, 1914, daily and Sunday, 6,217* net; 8 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 25 cts. an inch; 100 in. within one year, 20 cts. an inch. Preferred position, 10 and 25% extra. Reading notices, 10 cts. a line. Classified 1c. a word.

DAKOTA FARMER—Semi-monthly (1st and 15th). Agricultural. Established 1881. The Bushnell Co., publishers. Subscription, \$1; sworn average circulation for year ending May, 1914, 60,219*; 40 to 96 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close 10th and 25th preceding date of issue.

Advertising rates, agate, 35 cts. a line, flat. Preferred position, if allowed, 15 and 25% extra. For combination rates, see American Agriculturalist, New York City.

DAKOTA FREIE PRESSE—Every Tuesday. German. Independent. Established 1874. Freie Presse Co., publishers. Subscription, \$2; claimed average circulation for first three months of 1914, 14,000; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 75 cts. an inch, first insertion, including translation of copy; subsequent consecutive insertions, 60 cts. an inch. Classified, 2 cts. a word.

See advertisement on page 455.

NEUE DEUTSCHE PRESSE—Every Friday. German. Independent. Established 1910. Freie Presse Printing Co., publishers. Subscription, \$1; claimed circulation for first five months 1914, 13,500; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 75 cts. an inch, first insertion (15 cts. included for translation and composition); 60 cts. an inch each consecutive insertion. Classified, 2 cts. a word.

See advertisement on page 455.

NEWS—Every evening except Sunday. Republican. Established 1886. News Printing Co., publishers. Subscription, \$3; sworn aver-

age circulation for six months prior to April, 1914, 4,000* net paid; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 14 cts. an inch. Position, 10 and 20% extra. Composition, 7 cts. an inch extra. Reading notices, 5 cts. a line. Classified, 1c. per word first insertion; ½c. per word each subsequent insertion.

EUREKA—Population 961. Located on the Chicago, Milwaukee & St. Paul R. R., in the center of a thriving agricultural and stock raising territory.

DAKOTA VOLKSZEITUNG—Every Wednesday. German-Republican. Established 1908. Volkszeitung Publishing Co., publishers. Subscription, \$1.50; sworn average circulation for year ending May, 1914, 5,720* net paid; 8 to 16 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 30 cts. an inch; electrotype matter, 25 cts. an inch. Readers, 5 cts. a count line; among reading matter, 8 cts. a count line.

MITCHELL—Population 6,515. Three railroads. Distributing and trade center for excellent live stock and grain section. Industries include machine shop, creamery, brick yard and railroad repair shops.

PROGRESSIVE POULTRY JOURNAL—Monthly. Established 1903. Progressive Poultry Journal Publishing Co., (Inc.), publishers. Subscription, 50 cts.; claimed circulation for year 1913, 8,200; 28 pages, 3 columns; length of columns 9½ in.; width, 2½ in.

Advertising rates, \$2.25 an inch; three months, \$5.50; six months, \$10; one year, \$18. Reduced rates for larger space.

SIoux FALLS—Population 14,094. Six railroads. Trade center for very large territory. Building stone found in vicinity. Has extensive flour mills, two packing plants and machine shops. Dakota Penitentiary and State Deaf and Dumb Institute located here. Bank clearings for 1913, \$41,056,776.73. Annual value of manufactured and quarried products, approximately, \$6,000,000.00.

ARGUS-LEADER—Every evening except Sunday. Republican. Established 1885. Argus Leader Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 9,442* net; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 2 cts. a line, flat. Preferred position, 10 and 25% extra. Classified, 1c. per word. Local reading notices, minion, 15 cts. a line, flat.

See advertisement on page 497.

SOUTH DAKOTA

PRESS—Every morning except Monday. Independent. Established 1883. C. L. Dotson, publisher. Subscription, \$3; sworn average circulation for six months ending March 31, 1914, 9,390* net; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, daily or Sunday, 30 cts. an inch. Time contracts, plate matter, position next reading, 24 cts. an inch; full position, 26 cts.; set matter next reading, 26 cts.

SOUTH DAKOTA

an inch; full position, 28 cts.; Classified, 1c. a word. Reading notices, 15 cts. a line.

SOUTH DAKOTA FARMER—Every Friday. Agricultural. Established 1902. C. L. Dotson, publisher. Subscription, 50 cts.; sworn average circulation for first six months 1914, 20,700; 16 to 32 pages, 4 columns; length of columns, 14 in.

Advertising rates, agate, 11 cts. a line, flat.

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ATHENS—Population 2,264. Located 56 miles from Chattanooga and 55 miles from Knoxville on the Southern Ry. and the Louisville & Nashville R. R. Industries—furniture and knitting factories; cotton, woolen, hosiery and flour mills. The Athens School of the University of Chattanooga is located here. Annual value of manufactured products, \$1,000,000.00. Bank clearings during 1913, \$3,500,000.00.

METHODIST ADVOCATE JOURNAL—Every Thursday. Methodist. Established 1869. The Methodist Book Concern, publishers. Subscription, \$1; claimed average circulation for year 1913, 6,000; 3 columns; length of columns, 11¾ in.; width, 2¾ in.

Advertising rates, agate, 50 cts. an inch; one to six months, 40 cts.; six months to one year, 35 cts. an inch.

CHATTANOOGA—Population 44,604 (1914 U. S. Census Bureau estimate, 57,000). On ten railroads and Tennessee River, connecting with Mississippi waterways; has 286 factories, representing \$50,000,000 investment; 1912 factory product valued at about \$65,000,000 in the aggregate; 1,137 different articles manufactured. 150,000 electrical horsepower being available from three of the largest hydro-electric plants in south. Iron and coal mined. Unlimited natural resources partially developed or undeveloped, offering great inducements to capital. Trade in lumber heavy, also in cotton and wheat. The already unexcelled transportation facilities being rapidly improved by government work on river, construction of new railroads and interurban electric lines, 120 churches. Fine public buildings. School system unexcelled in South. City and vicinity famous for scenic and historic interest, having been one of the principal theaters of war in the '60s. Five hundred miles of good roads. Splendid hotels for regular and tourist travelers. Headquarters of Interstate Commerce Commission, fifth district.

BUSINESS BUILDER—Monthly (1st). Mail-Trade. Established 1914. Randolph Rose, publisher. Subscription, \$1; claimed average circulation for three months ending

July, 1914, 5,000; 66 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 15th of month preceding. Office, Rose Building.

Advertising rates, agate, 15 cts. a line; full page (224 lines), \$30; ½ or ¼ page, pro rata. Classified, 2 cts. per word.

NEWS—Every evening except Sunday. Democratic. Established 1888. Chattanooga News Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 12,044* net paid; 10 to 24 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; 1,000 lines, 4 cts.; 2,000 lines, 3 cts. a line. Full position, 25% extra. Classified, 1c. per word. Reading notices, 25 cts. a count line; 250 lines, 20 cts.; 500 or more lines, 15 cts. a line; telegraphic readers, 50 cts. a line.

See advertisement on page 540.

SOUTHERN FARM JOURNAL—Semi-Monthly (1st and 15th). Agricultural. Established 1892. Southern Farm Journal Co., publishers. Subscription, 50 cts.; sworn average circulation for nine months ending September, 1913, 58,390* net; 16 to 32 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 10th and 25th. Can use matrices.

Advertising rates, 25 cts. a line, flat. Classified, 4 cts. per word.

See advertisement on page 562.

SOUTHERN FRUIT GROWER—Monthly. Horticultural and Agricultural. Established 1896. The Fruit Grower Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 15,000; 32 to 40 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 15 cts. a line. Reading notices, 30 cts. a line. Classified, 3 cts. per word.

See advertisement on page 563.

TIMES—Every morning including Sunday. Democratic. Established 1869. H. C. Adler, publisher. Subscription, daily and Sunday, \$5; sworn average circulation for six

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months prior to April, 1914, daily and Sunday, 22,130* net paid; daily, 10 to 16 pages; Sunday, 32 to 36 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 5 cts. a line, flat; next reading matter, 5½ cts. a line; top of column and next reading matter, 6 cts. a line. Classified, 1c. per word. Reading notices, nonpareil, 25 cts. a line.

See advertisement on page 486.

FAYETTEVILLE—Population 3,439. Located on Nashville, Chattanooga & St. Louis Railway; in a prosperous farming and poultry region, there being \$1,500,000.00 worth of poultry and eggs shipped annually. Other industries are flour, cotton, planing and saw mills; tobacco and carriage factories; bottling works, tannery and machine shops. Annual income from the various industries, \$2,500,000.00.

SOUTHERN FARM NEWS—Monthly (1st). Agricultural. Established 1914. Farm News Company, publishers. Subscription, 50 cts. claimed average circulation for six months ending July, 1914, 5,500; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Cannot use matrices. Forms close three days in advance.

Advertising rates upon application.

STORY NEWS—Monthly (15th). Fiction. Established May 1st, 1914. Farm News Co., publishers. Subscription, 50 cts.; claimed average circulation for six months ending August 15th, 1914, 5,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Cannot use matrices. Forms close five days in advance.

Advertising rates upon application.

KNOXVILLE—Population 36,346. (1914 City Directory, which includes suburbs, 93,702.) On the Tennessee River and three railroads operating 13 distinct lines, being the Gateway to the Appalachians. Bank clearings 1913, \$87,812,515.58. Largest jobbing center of any city similar size in U. S., 58 jobbing houses doing a business of approximately \$50,000,000 annually. Various lines manufactured approximating \$50,000,000 per annum. Stands second among southern cities in manufacture of clothing, largest mantel manufacturing point in the world, and biggest marble producing district in the South. Immediately adjoining vast coal fields where about 20,000,000 tons are mined annually. Has 5 extensive wholesale shoe houses, 5 wholesale hardware firms, 6 exclusively wholesale grocery houses, manufacturing and jobbing drugs amount to \$1,000,000 per year; three large underwear and hosiery mills, textile establishments equipped with 103,228 spindles, 1,555 looms giving employment to 4,000 people. 16 marble companies operating. Iron ore, more than dozen varieties timber, clay, cement rock, zinc, marble slate, barytes, iron pyrites and lead are found in

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quantities. Largest copper mines and smelters in South. Fifty educational institutions and State University, five modern hotels, 135 churches.

EAST TENNESSEE NEWS—Every Thursday. Colored-Republican. Established 1909. East Tennessee News Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 7,642; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 1 month, 40 cts.; 6 months, 35 cts.; 1 year, 25 cts. an inch, with discount for additional space.

JOURNAL AND TRIBUNE—Every morning, including SUNDAY, and WEEKLY, Wednesdays. Republican. Established 1837. The Journal Tribune Co., publishers. Subscription, daily, \$6; Sunday, \$2; weekly, 50 cts.; sworn average circulation for two months ending April 30, 1914, daily and Sunday, 19,263*; weekly, circulation—not given by publisher; daily, 12 to 20 pages; Sunday, 32 to 40 pages; weekly, 8 to 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, Sunday or weekly, 5 cts. a line; 1,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines, 3½ cts. Full position, 25% extra. Mail order advertising, 3½ cts. a line, flat. Classified, 1c. a word. Reading notices, 20 cts. a line, nonpareil; 250 lines, 17½ cts.; 500 lines, 15 cts.; telegraphic readers, 25 cts. a line.

SENTINEL—Every evening except Sunday. Democratic. Established 1886. Curtis B. Johnson, publisher. Subscription, \$4; sworn average circulation for six months prior to April, 1914, 16,615* net paid; 10 to 32 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 5 cts. a line; 1,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines or more, 3½ cts. a line; special mail order copy, 3½ cts. a line; preferred position, 15 or 25% extra. Classified, 1c. per word. Reading notices, 25 cts. a line; 250 lines, 20 cts.; 500 lines, 15 cts. a line.

MARTIN—Population 2,228. Two railroads. Has planing and flour mills. Annual value of manufactured products, about \$1,000,000.

PRIMITIVE BAPTIST (The)—Every Tuesday. Religious. Established 1886. Cayces & Turner, publishers. Subscription, \$1.25; sworn detailed average circulation for year ending April 30, 1914, 9,773* net; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, 98 cts. an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

MEMPHIS—Population 131,105. On Mississippi River and seventeen railroads. One of the largest distributing points of the entire South, and the largest cotton market in

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America, handling more than a million bales annually. Has most extensive shipping trade and is the leading hardwood lumber market in the world. Industries include wood working plants; planing and saw mills; wholesale groceries; grain and feed stuffs and cotton seed oil mills. Bank clearings for 1913, \$421,987,372.59. Total value of manufactured products for 1913, \$100,000,000.00.

COMMERCIAL APPEAL—Every morning including SUNDAY, and WEEKLY, Tuesdays. Democratic. Established 1840. Commercial Publishing Co., publishers. Subscription, daily \$6; Sunday, \$2; weekly, 50 cts.; sworn detailed average circulation for year 1913, daily, 57,661*; Sunday, 89,732*; semi-weekly, 102,432*; for first six months of 1914, daily, 61,841*; Sunday, 97,237*; daily, 12 to 16 pages; Sunday, 48 to 56 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 12 cts. a line or Sunday, 15 cts. a line; on yearly contracts, 1,000 lines, 11 cts. or 13 cts.; 2,000 lines, 10 cts. or 12½ cts.; 3,000 lines, 9 cts. or 11½ cts.; 5,000 lines, 8½ cts. or 11 cts.; 7,000 lines or more, 8 cts. or 10 cts. a line for daily or Sunday respectively. Full position, 25%, or next to reading, 10% extra. Reading notices, daily or Sunday, 30 cts. a line; 500 lines or more, 25 cts. a line; readers among local news or special position, 50 cts. a line, flat; telegraphic readers, \$1 a count line, flat. Classified, daily, or Sunday, first insertion, 2 cts. per word; 1½ cts. per word for subsequent consecutive insertions. WEEKLY, 25 cts. a line, flat. Reading notices, 60 cts. a line; 250 or more lines, 50 cts. a line. Classified, 4 cts. per word; in combination with Sunday issue, 5 cts. per word.

See advertisement on pages 486 and 487.

EYE OPENER—Monthly (1st). Social Reform. Established 1913. Ben Franklin Allen, publisher. Subscription, 25 cts.; claimed average circulation for 1913, 80,000; 8 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in. Cannot use matrices. Forms close 25th of preceding month.

Advertising rates, agate, 20 cts. a line, flat. Classified, 20 cts. a line.

JEWISH SPECTATOR—Every Friday. Jewish. Established 1885. Dr. M. Samfield, editor. Subscription, \$2; sworn detailed average circulation for year ending June 30, 1914, 11,240*; 8 to 16 pages, 5 columns; length of columns, 17½ in.; width, 2½ in. Can use matrices. Issued also at New Orleans La. and Nashville, Tenn. Office, 218 Adams St.

Advertising rates, \$1.32 an inch, with discount for space.

NEWS-SCIMITAR—Every evening except Sunday. Independent. Established 1880. Memphis News Scimitar Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 50,189*; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

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Advertising rates, agate, 12½ cts. a line; 1,000 lines, 11 cts.; 3,000 lines, 10 cts.; 5,000 lines, 9 cts.; 10,000 lines or more, 8 cts. a line. Preferred position, 10 or 25% extra. Mail order copy, 9 cts. a line, flat. Reading notices, 30 cts. a count line; 1,000 lines, 25 cts.; head lines count double. Classified, 1c. a word.

PRESS—Every evening except Sunday. Independent. Established 1906. Memphis Press, publishers. Subscription, \$3; sworn detailed average circulation for nine months ending April, 1914, 15,548*; 8 to 16 pages, 8 columns; length of columns, 22 in.; width, 12 cms. Can use matrices. Office, 245 Jefferson Street.

Advertising rates, agate, 3½ cts. a line; full position, 4 cts.; 2,500 lines, within one year, 3¼ cts.; full position, 3¾ cts. a line; 5,000 lines, or not less than six in. per week, for 52 weeks, 3 cts. a line; full position, 3½ cts. a line. Resorts, publishers, schools and colleges, 3 cts. a line. Classified, ½c. per word.

PROGRESSIVE FARMER and SOUTHERN FARM GAZETTE—See Birmingham, Ala.

NASHVILLE—Population 110,364. On Cumberland River and three railroads. Very large lumber market and the largest hardwood market in the United States; also the largest stock grain market in the world. Phosphate, printing and milling interests very large. Industries include boot and shoe factories, candy works, cotton, woolen and flour mills, with two of the largest stove manufacturies in the country. Has cheap hydro electric power, thereby making it an ideal manufacturing center. Vanderbilt University, George Peabody College for Teachers, Knapp Farm & Country School, State Capitol and various State institutions, including the State Penitentiary, located here. Bank clearings for 1913, \$366,651,389.44. Total value of manufactured products and jobbing business for 1913, \$305,000,000.00.

ADULT STUDENT—Monthly. Religious. Established 1908. Smith & Lamar, publishers. Subscription, 50 cts.; sworn average circulation for first five months of 1914, 94,481* net; 48 pages, 2 columns; length of columns, 8¼ in.; width, 2½ in. Cannot use matrices. Office, 810 Broadway.

Advertising rates, agate, 20 cts. a line; 1,000 lines or more within one year, 16 cts. a line.

See advertisement on page 426.

BANNER—Every evening except Sunday. Independent. Democratic. Established 1876. Banner Publishing Co., publishers. Subscription, \$5; sworn detailed average circulation for year 1913, 44,786* net; daily, 10 to 16 pages; Saturday, 24 to 36 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 1,000 lines within one year, 8 cts. a line; 2,000 lines, 7 cts. Preferred position, 10 or

TENNESSEE

25% extra. Classified, 8 cts. a line. Reading notices, 500 lines, 25 cts. a line; 1,000 lines, 22 cts.; 1,500 lines, 20 cts.; 2,000 lines, 18 cts. a line; telegraphic readers, \$1 a count line.

BAPTIST AND REFLECTOR—Every Wednesday. Baptist. Established 1835. Baptist Publishing Co., publishers. Subscription, \$2; sworn detailed average circulation for year ending June 30, 1913, 6,196* net; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Office, 326 Cole Building.

Advertising rates, 62 cts. an inch, with discount 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

CHRISTIAN ADVOCATE—Every Friday. Methodist. Established 1832. Smith & Lamar, publishers. Subscription, \$2; sworn average circulation for first four months of 1914, 16,126* net; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in. Cannot use matrices. Forms close 10 days in advance. Office, 810 Broadway.

Advertising rates, 10 cts. a line; 1,000 lines, or more, within one year, 7 cts. a line. See advertisement on page 426.

CONFEDERATE VETERAN—Monthly. Historical. Established 1893. S. A. Cunningham, founder. Subscription, \$1; claimed average circulation for year 1913, 20,383; 48 to 64 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Forms close 20th preceding month. Office, 806 Broadway.

Advertising rates, agate, \$3 an inch; ¼ page, \$8; ½ page, \$15; ¾ page, \$25; one page, \$50. Discount for time, six months, 5%, 12 months, 10%.

CONVENTION TEACHER—Monthly. Sunday School. Established 1901. Baptist Sunday School Board, publishers. Subscription, 48 cts.; circulation—not given by publisher; 48 pages, 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, 1 inch, \$3; three months, \$2.50; one year, \$1.25 an inch; full page, \$30.

CUMBERLAND PRESBYTERIAN—Every Thursday. Cumberland Presbyterian. Established 1840. Cumberland Presbyterian Publishing House, publishers. Subscription, \$1.50; claimed average circulation for year 1913, 7,500; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. per line, each insertion.

EPWORTH ERA—Monthly (1st). Evangelical. Young People. Established 1894. Smith & Lamar, publishers. Subscription, 75 cts.; sworn average circulation for first five months 1914, 16,117* net; 48 pages, 2 columns; length of columns, 8½ in.; width,

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2½ in. Forms close 45 days in advance. Cannot use matrices. Office, 810 Broadway.

Advertising rates, agate, 20 cts. a line; over 1,000 lines, 16 cts. a line.

See advertisement on page 426.

GOSPEL ADVOCATE—Every Thursday. Church of Christ. Established 1855. Gospel Advocate Pub. Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 14,000; 32 pages, 3 columns; length of columns, 10½ in.; width, 3½ in.

Advertising rates, \$1.40 an inch, with discount for space.

JACOBS & COMPANY.

See advertisement on pages 502, 503, 504, 505 and 506.

MERCHANT AND MANUFACTURER—Monthly. Trade. Established 1895. Merchant and Manufacturer Co., (Inc.), publishers. Subscription, \$1; claimed average circulation for year 1913, 4,948 net; 64 pages and cover, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 20th of preceding month. Office, American Building.

Advertising rates, \$3.35 an inch; three months, \$3; six months, \$2.65; twelve months, \$2.50 an inch. Classified, 3 cts. per word.

MIDLAND METHODIST—Every Wednesday. Methodist Episcopal Church, South. Established 1871. O. W. Patton, publisher. Subscription, \$1.50; claimed average circulation for first four months 1914, 11,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices.

Advertising rates, 98 cts. an inch; 100 or more in., 70 cts. an inch.

NATIONAL BAPTIST UNION-REVIEW—Every Saturday. Colored-Baptist. Established 1899. National Baptist Publishing Board, publishers. Subscription, \$1; circulation—not given by publisher; 16 pages, 3 columns; length of columns, 13½ in.; width, 3 in. Can use matrices.

Advertising rates, 60 cts. an inch.

PRESBYTERIAN ADVANCE—Every Thursday. Presbyterian. Established 1910. Advance Publishing Co., publishers. Subscription, \$2; sworn average circulation for year 1913, 9,905*; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 415 Church Street.

Advertising rates, 99 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

PROGRESSIVE TEACHER—Monthly, except July and August. Educational. Established 1895. Claude J. Bell, publisher. Subscription, \$1; sworn average circulation for year 1913, 20,000*; 68 pages, 2 and 3 col-

We have never been able to understand a concern's business quite as well as the head of that concern.

TENNESSEE

umns; length of columns, $9\frac{1}{2}$ in.; width, $3\frac{1}{2}$ in. Office, Cumberland Presbyterian Building.

Advertising rates, \$2 an inch; full page, \$42; $\frac{1}{2}$ page, \$22; $\frac{1}{4}$ page, \$14; $\frac{1}{8}$ page, \$7; on 3 months contract, \$40, \$21, \$13 or \$5.50; 6 months, \$38, \$20, \$12 or \$6; 10 months, \$36, \$19, \$11 or \$5.50 each insertion for 1, $\frac{1}{2}$, $\frac{1}{4}$ or $\frac{1}{8}$ page respectively.

SMITH & LAMAR—

See advertisement on page 426.

SOUTHERN AGRICULTURIST—Semi-Monthly (1st and 15th). Agricultural. Established 1869. Southern Agriculturist Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for first six months 1914, 121,227* net; 24 to 32 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Office, 150 Fourth Avenue, North.

Advertising rates, agate, 50 cts. a line, flat; preferred position, 20% extra. Classified, 6 cts. per word; two or more times, 5 cts. per word.

SOUTHERN LUMBERMAN—Every Saturday. Trade. Established 1881. Baird-Cowan Publishing Co., publishers. Subscription, \$4; claimed average circulation for year 1913, 7,673; 112 pages, 3 columns; length of columns, 13 in.; width, 3 in. Office, Presbyterian Building.

Advertising rates, one inch, three months, \$35; six months, \$55; one year, \$100; $\frac{1}{4}$ page, 3 months, \$125; $\frac{1}{4}$ page, 200; $\frac{1}{2}$ page, \$350; one page, \$600. Further rates and discounts on application.

SOUTHERN WOMAN'S MAGAZINE—Monthly (25th). Southern Woman's interests. Democratic. Established 1913. Robt. L. Burch, publisher. Subscription, \$1; claimed average circulation for year 1913, 50,000; 42 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices. Forms close 15th of preceding month.

Advertising rates, agate, 25 cts. a line; full page, \$150; $\frac{1}{2}$ and $\frac{1}{4}$ pages, pro rata. Classified, 4 cts. a word.

SOUTHERN MEDICAL JOURNAL—See Mobile, Ala.

SUNDAY SCHOOL MAGAZINE—Monthly. Methodist Episcopal, South. Established 1871. Smith & Lamar, publishers. Subscription, 60 cts.; sworn average circulation for first five months of 1914, 108,500*; 64 pages, 2 columns; length of columns, $8\frac{1}{4}$ in.; width, $2\frac{1}{2}$ in. Cannot use matrices. Forms close 40 days in advance. Office, 810 Broadway.

Advertising rates, agate, 50 cts. a line; 3 pages or more, 45 cts. a line.

See advertisement on page 426.

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TENNESSEAN AND AMERICAN—Every morning including SUNDAY. Independent Democratic. Established 1812. The Tennessean Publishing Co., publishers. Subscription, \$5.20; sworn average circulation for six months prior to April, 1914, daily, 36,207* net paid; Sunday, 28,703* net paid; 12 to 64 pages, 7 columns; length of columns, $20\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 154-160 4th Avenue, North.

Advertising rates, agate, daily or Sunday, 10 cts. a line; full position, $12\frac{1}{2}$ cts.; 1,000 lines, within one year, 7 cts. a line; full position, 8 $\frac{1}{2}$ cts.; 2,000 lines, or more, 5 cts.; full position, 6 $\frac{1}{4}$ cts. a line. Schools, hotels and resorts, 7 cts. a line, flat. Reading notices, nonpareil, 25 cts. a line; telegraphic, \$1 a count line. Classified, 1c. per word.

See advertisement on page 477.

VISITOR—Every Sunday. Sunday School. Religious and Moral. Established 1851. Smith & Lamar, agents. Subscription, 60 cts.; sworn average circulation for first four months of 1914, 152,065*; 8 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Forms close 30 days in advance. Cannot use matrices. Office, 810 Broadway.

Advertising rates, agate, 30 cts. a line; 1,000 lines or more within one year, 25 cts. a line.

See advertisement on page 426.

WATCHMAN—Monthly. Religious. Established 1909. The Southern Publishing Association, publishers. Subscription, \$1; claimed average circulation for 1913, 25,000; 48 pages, 2 columns; length of columns, 8 in.; width, $2\frac{1}{2}$ in. Forms close first of preceding month. Office, 2123 Twenty-fourth Avenue, N.

Advertising rates, agate, 15 cts. a line; \$1.50 an inch; $\frac{1}{4}$ pages, \$3; $\frac{1}{4}$ page, \$6; $\frac{1}{2}$ page, \$10; one page, \$20.

ROGERSVILLE—Population 1,242. Located on the Southern Railway, in a thriving grain growing and stock raising community. Quarries of fine variegated marble being the chief industry. Deposits of salt and ore in vicinity. Large quantity of bark for tanning purposes produced. Poultry raising engaged in quite extensively.

AMERICAN PRESSMAN—Monthly (20th). Printing. Labor and Technical. Established 1890. International Printing Pressmen and Assistants' Union of N. A., publishers. Subscription, \$1; claimed average circulation for 1913, 18,000; 48 pages, 2 columns; length of columns, $9\frac{1}{2}$ in.; width, $3\frac{1}{4}$ in. Forms close 8th of current month.

Advertising rates, $\frac{1}{4}$ page, \$7.50; $\frac{1}{4}$ page, \$12; $\frac{1}{2}$ page, \$20; one page, \$35. Discount on 3 months or longer.

TULLAHOMA—Population 3,049. On N. C. & St. L. R. R. Industries confined entirely to

TENNESSEE

agricultural pursuits. Bank deposits for 1911, \$1,000,000. Annual value of manufactured products, \$900,000.00.

CUMBERLAND PRESBYTERIAN BANNER—Every Friday. Cumberland Presbyterian. Established 1904. T. A. Hayron, pub-

TENNESSEE

lisher. Subscription, \$1.50; sworn detailed average circulation for year ending July 31, 1913, 10,500*; 16 pages, 4 columns; length of columns, 15 in.; width, 2 1/4 in.

Advertising rates, \$1.05 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

TEXAS

ARLINGTON—Population 1,794. Located on the Texas & Pacific R. R., in a thriving agricultural district, principal industries being cotton seed oil, and flour mills and cotton gins.

FARMERS' FIRESIDE BULLETIN—Every Wednesday. Farming and Farmers' Union. Established 1912. Wm. A. Bowen, editor and proprietor. Subscription, \$1; claimed average circulation for 1913, 24,950; 16 to 24 pages, 4 columns; length of columns, 13 1/2 in.; width, 2 1/2 in. Cannot use matrices. Forms close Saturdays.

Advertising rates, agate, 20 cts. a line, flat. Special position, 10% extra. Reading notices, 40 cts. a line (6 pt.). Classified, 4 cts. per word.

AUSTIN—Population 29,860. On Colorado River and three railroads. Industries include packing houses, fruit and meat canning factories, machine shops, foundries and ice factories. Has extensive trade in the shipment of hides, cotton and wool. State House and other State buildings and University of Texas located here. Annual value of manufactured products, \$7,000,000.00. Bank clearings during 1913, \$13,608,482.00.

FIRM FOUNDATION—Every Tuesday. Church of Christ. Established 1884. Firm Foundation Publishing Co., publishers. Subscription, \$1; sworn detailed circulation for year ending May 31, 1914, 22,113* net; 8 pages, 5 columns; length of columns, 15 1/2 in.; width, 2 1/4 in.

Advertising rates, \$2.21 an inch, with discounts 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

K. LAMITY'S HARPOON—Monthly (1st). Independent-Democratic. Established 1903. Harpoon Publishing Co. (Inc.), publishers. Subscription, \$1; claimed average circulation for year 1913, 20,000; 40 pages, 2 and 3 columns; length of columns, 9 1/2 in.; width, 3 1/2 and 2 1/2 in. Forms close 20th preceding month.

Advertising rates, \$2. an inch; 1/4 page, \$8.50; 1/2 page, \$16; one page, \$30. Discount, 5, 10 and 15% on 3, 6 and 12 months, respectively.

STATSMAN—Every morning including SUNDAY, and SEMI-WEEKLY STATESMAN

AND DIVERSIFIED FARMER, Tuesdays and Fridays. Democratic. Established 1871. Austin Statesman Co. (Inc.), publishers. Subscription, daily, \$6; weekly, \$1; sworn average circulation for six months prior to April, 1914, daily and Sunday, 8,016* net paid; weekly, claimed average for 1913, 6,000; daily, 8 to 12 pages; Sunday, 20 to 36 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, daily, Sunday or semi-weekly, 7 cts. a line; 1,000 lines, on yearly contract, 5 cts.; 2,000 lines, 4 cts.; 5,000 lines, 3 cts.; 10,000 lines, 2 1/2 cts. a line. Preferred position, 10, 20 or 50% extra. Classified, daily, 1c. per word, with discount on 3 or more insertions; Sunday, 1 1/2 cts. a word. Reading notices, 10 cts. a line, with discount on 3 or more insertions; telegraphic readers, 25 cts. a line.

See advertisement on page 435.

TRIBUNE—Every evening except Sunday, SUNDAY MORNING and WEEKLY, Thursday. Democratic. Established 1891. Austin Printing Co., publishers. Subscription, daily and Sunday, \$4; weekly, 50 cts.; sworn average circulation for six months ending June, 1914, daily and Sunday, 5,050* net; weekly, 2,875; daily, 8 to 16 pages; Sunday, 16 to 40 pages; weekly, 8 pages; all editions, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, daily or Sunday, 35 cts. an inch; 100 in. on 6 months contract, 30 cts.; 500 in. on yearly contract, 25 cts.; 1,500 in., 20 cts. an inch. Special position, 10 or 25% extra. Reading notices, 10 cts. a line, first insertion; 8 cts. a line thereafter, or applied on display contracts at double display rates, with position percentage added. Weekly—double daily rates.

BEAUMONT—Population 20,640. On Neches River and five railroad systems with eleven diverging lines. Has a most extensive lumber district, including very large manufactures and shipments of cypress shingles and yellow pine lumber. Operating center for oil industry Southeast Texas and Southwest Louisiana; pipe line connections with principle oil fields in Texas, Louisiana and Oklahoma. Rice and fruit also grown to large extent. Industries include lumber, rice and shingle mills; iron and steel plant; oil refineries; creosoting plant for lumber

TEXAS

and timber; box, handle and two silo factories, foundries and machine shops; cotton oil and planing mills. Bank clearings for 1913, \$32,873,996.82. Total value of manufactured products for 1913, \$14,500,000.00.

ENTERPRISE—Every morning including SUNDAY. Democratic. Established 1878. The Enterprise Co., publishers. Subscription, \$7.80; sworn average circulation for six months prior to April, 1914, daily, 13,586* net; Sunday, 16,366* net; daily, 10 and 12 pages; Sunday, 36 to 48 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, agate, 6 cts. a line; 1,000 lines, within one year, 5 cts.; 3,000 lines, 4 cts.; 7,000 lines, 3 cts. a line; mail order or resort, 3 cts. a line, flat. Preferred position, 10 or 25% extra. Classified 1c. per word. Reading notices, 15 cts. a line first insertion; 10 cts. a line thereafter; telegraphic or pure readers, double price.

JOURNAL—Every evening except Sunday. AND SUNDAY MORNING. Democratic. Established 1890. Beaumont Journal Publishing Co., publishers. Subscription, \$6; claimed average circulation for six months ending May 1914, 5,000; 8 to 48 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; 3,500 lines, 3 cts.; 7,000 lines, 2 cts. a line. Mail order advertising, 2 cts. a line. Classified, 1c. per word.

See advertisement on page 458.

BELTON—Population 4,164. In the center of grain and stock raising district; cotton also very largely grown. Has cotton seed oil mill, cotton compress, iron foundries, ice factory and cannery. Seat of the largest Baptist Female College in South.

POULTRY LIFE OF AMERICA—Monthly. Poultry. Established 1892. H. B. Savage, publisher. Subscription, 50 cts.; circulation—not given by publisher; 20 to 32 pages, 3 columns; length of columns, 9 in.; width, 2½ inches.

Advertising rates, \$1.25 an inch. Classified, 2 cts. per word.

DALLAS—Population 92,104. On Trinity River, nine railroads and five interurbans. Chief jobbing and manufacturing point in the Southwest, distributing \$211,458,000.00 worth of goods annually. Leads the United States in harness and saddlery. One-tenth of the cotton of the world grown within 100 miles of city. Fruits and vegetables, grain and live stock produced in surrounding country. Industries include planing, flour and cotton mills; printing establishments; foundry and machine shops; and is the greatest manufacturing center in the world for cotton gin machinery. Annual value of manufactured products, \$42,-

TEXAS

595,000.00. Location 11th Federal Reserve Bank, opening with a capital of \$6,000,000.00, serving a territory of 5,310,561 population.

BAPTIST STANDARD—Every Thursday. Baptist. Established 1888. Robert H. Coleman, manager. Subscription, \$2; claimed average circulation for year 1913, 21,000; 32 pages, 3 columns; length of columns, 11½ in.; width, 2½ in.

Advertising rates, agate, \$2.10 an inch. Discount on space. Position, ½ extra.

BEAU MONDE—Every Saturday. Society and Current Topics. Established 1895. Mrs. G. H. de Jarnette, publisher. Subscription, \$3; claimed average circulation for year 1913, 6,000; 16 to 24 pages, 2 columns; length of columns, 10 in.; width, 3¼ in.

Advertising rates, \$1 an inch. Reading notices, 30 cts. a line.

CHRISTIAN COURIER—Every Thursday. Disciples of Christ. Established 1888. Cephas Shelburne, C. G. Shelburne, editors and publishers. Subscription, \$1.50; sworn average circulation for six months ending June 30, 1914, 5,800*; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in.

Advertising rates, 58 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

COTTON AND COTTON OIL NEWS—Every Monday. Trade. Established 1900. Ginner and Miller Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 6,000; 20 to 75 pages, 4 columns; length of columns, 15 in.; width, 2½ in.

Advertising rates on application.

DISPATCH—Every evening except Sunday. Independent. Established 1906. Dallas Dispatch Co., publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 23,821* net; 6 to 12 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices.

Advertising rates, agate, 7 cts. a line; 2,500 lines within one year, 6½ cts.; 5,000 lines, or more 6 cts. Classified, 1c. per word. Resorts, publishers, schools and colleges, 6 cts. a line, flat.

EXPRESS—Every Saturday. Colored-Republican. Established 1893. W. E. King and Associates, publishers. Subscription, \$1.25; claimed average circulation for 1913, 10,000; 8 to 12 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in.

Advertising rates upon application.

See advertisement on page 438.

FARM AND RANCH—Every Saturday. Agricultural. Established 1883. Texas Farm and Ranch Publishing Co., publishers. Subscription, \$1; detailed average circulation for year ending July 1914, 99,250*; 24 to 28 pages, 4 columns; length of columns, 13½ in.; width, 2½ in.

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Advertising rates, agate, 50 cts. a line, flat. Reading notices, \$1.20 a count line. Special position, 20% extra. For combination rates, see Associated Farm Papers, Chicago.

FARM NEWS—See News.

FELD UND FLUR—Monthly. German. Agricultural. Established 1898. Feld und Flur Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 9,230; 16 to 20 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 25th of preceding month.

Advertising rates, \$1.40 an inch; on contract, 12 in., 5%; 24 in., 12½%; 36 in., 15%; 48 in., 20%; 72 in., 25%; 144 in., 30% discount.

HOLLAND'S MAGAZINE—Monthly. Home; Family. Established 1905. Texas Farm and Ranch Publishing Co., publishers. Subscription, \$1; detailed average circulation for year ending July 1914, 134,458; 68 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Last forms close first of preceding month.

Advertising rates, agate, 75 cts. a line; full page, \$500; ½ or ¼ pages, pro rata; fourth cover (two colors), \$800; second or third cover (two colors), \$600; middle spread (two colors), \$1200.

HOME AND STATE—Every Saturday. Literary and Agriculture. Established 1903. The Home and State Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 38,650; 8 to 24 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices. Forms close Saturday preceding.

Advertising rates, agate, 15 cts. a line; 1,000 lines within one year 14 cts.; 2,000 lines, 13 cts.; 3,000 lines, 12 cts.; 5,000 lines, 11 cts.; 10,000 lines, 10 cts. a line. Special position, 25% extra. Reading notices, 4 cts. per word. Classified, 2 cts. per word.

See advertisement on page 500.

INDUSTRIAL RECORD—Semi-monthly. Industrial. Established 1896. Texas Trade Review Co., (Inc.), publishers. Subscription, \$2; guaranteed average circulation for 1914-15, 10,000; 36 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close 8th and 22nd preceding dates of issue.

Advertising rates, \$1.78 an inch, with discounts for time and space.

JACOBS & COMPANY.

See advertisement on pages 502, 503, 504, 505 and 506.

JOURNAL—Every evening except Sunday. Independent. Established 1914. A. H. Belo & Company (Inc.), publishers. Subscription, \$3; circulation—not given by publishers; 00 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; on yearly contract, 13 insertions, 9 cts.; 25 in-

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sertions, 8½ cts.; 52 insertions or 3,000 lines, 8 cts.; 78 insertions or 5,000 lines, 7½ cts.; 104 insertions or 7,500 lines 7 cts.; 156 insertions or 10,000 lines, 6 cts. a line. Preferred position available—inside pages, 2 cts.; last page, 4 cts. a line additional. Readers, 20 cts. a line flat; apart from other paid readers, 30 cts. a line; Classified, 1c. per word; display, 10 cts. a line, with time and space discount same as regular display. See advertisement on page 496.

LABORER—Every Saturday. Labor and Socialist. Established 1904. Laborer Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 5,600; 4 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch, with discounts for time and space.

NEWS—Every morning including SUNDAY, and SEMI-WEEKLY FARM NEWS, Tuesdays and Fridays. Daily, Independent. Semi-weekly. Family and Agricultural. Established 1885. A. H. Belo & Co., publishers. Subscription, daily, \$7.50; weekly, \$1; sworn average circulation for six months prior to April, 1914, daily and Sunday, 50,066* net paid; semi-weekly, detailed average circulation for 1913, combined with Galveston, Texas, semi-weekly Farm News, 110,389* net paid; daily and Sunday, 14 to 56 pages; semi-weekly, 8 to 12 pages, 7 columns; length of columns, 20 5/7 in.; width, 13½ ems. Can use matrices.

Advertising rates, agate, daily, per line, one time, 15 cts.; one inch, 2 times, \$3.78; 3 times, \$5.32; 4 times, \$6.72; 5 times, \$7.98; 6 times, \$9.24; 7 times, \$10.50; 14 times, \$18.20; 21 times, \$24.78; 30 times, \$31.50; over one month, pro rata; per inch, per month, 1 t. a. w., \$7.56; 2 t. a. w., \$12.60; 3 t. a. w., \$17.64. Dallas and Galveston News, combined rates on application. Publishers, magazines, books and periodicals, 15 cts. a line; 25 cts. a line in both Dallas and Galveston News. Reading notices, double display rate for ordinary position; 25% extra if apart from other paid readers. Semi-weekly Farm News, Dallas and Galveston, combined, 60 cts. per agate line; full position (minimum, 2 in.), 25% extra; next reading, 10% extra. All advertisements inserted in both issues, Dallas and Galveston Farm News and copy must be identical in both papers. Reading notices in semi-weekly, double display rate for space occupied.

PITCHFORK—Monthly. Socialist. Established 1906. The Pitchfork Co. (Inc.), publishers. Circulation—not given by publisher; 8 pages, 5 columns; length of columns, 17½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 15 cts. a line.

PROGRESSIVE FARMER—See Birmingham, Ala.

SOUTHERN POULTRYMAN—Monthly. Poultry. Established 1906. McReynolds Print-

TEXAS

ing Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 6,000 net; 36 to 44 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close first of current month.

Advertising rates, agate, 64 lines or more, 16 cts. a line; 150 lines, 13 cts.; 300 lines, 12 cts.; 600 lines, 9½ cts.; 800 lines, 8½ cts.; 1,200 lines, 8 cts.; 2,000 lines, 6½ cts.; 3,000 lines or more, 6 cts. a line; preferred position, 20% extra.

TEXAS CHRISTIAN ADVOCATE—Every Thursday. Methodist. Established 1846. Blaylock Publishing Co., publishers. Subscription, \$2; circulation—not given by publisher; 16 pages, 5 columns; length of columns, 15½ in.; width, 2½ in.

Advertising rates, agate, 25 cts. a line. Discounts, 5% on \$100; 10% on \$200; 15% on \$300; 20% on \$500; 25% on \$1,000. Special position, 25% additional. Reading notices, 35 cts. a nonpareil line. Classified, 2 cts. per word.

See advertisement on page 544.

TEXAS PRESBYTERIAN—Monthly. Presbyterian. Established 1894. W. M. Warlick, publisher. Subscription, \$1; circulation—not given by publisher. 12 pages, 3 columns; length of columns, 9 in.; width, 2½ in. Forms close 25th of preceding month.

Advertising rates, \$1.50 an inch, with discounts for time and space.

TIMES HERALD—Every evening except Sunday and SUNDAY MORNING. Independent-Democratic. Established 1876. The Times-Herald Pub. Co., publishers. Subscription, daily and Sunday, \$6; sworn average circulation for first six months 1914, 26,532* net; daily, 14 to 24 pages; Sunday, 44 to 60 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 5,000 line contract, 5 cts. a line. Preferred position, 10 and 25% extra. Reading notices, 25 cts. a line; 1,000 lines, 10 cts. a line.

WOODMAN JOURNAL—Weekly. Fraternal—W. of the World. Established 1902. Woodman Journal Publishing Co. (Inc.), publishers. Subscription, \$1; claimed average circulation for year ending June 30, 1914, 10,000; 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Office, 1705 McKinney Avenue.

Advertising rates, \$1 an inch; full page, \$30; ½ and ¼ pages, pro rata.

EL PASO—Population 39,279. On Rio Grande River and eight railroads. Trading and distributing center for a territory of 600 miles radius. Cattle raising extensively engaged in and mining interests also very large. Industries include lumber and cement mills, cigar factories, iron foundries and smelters. Ten million dollar Government irrigation works located here, which will be completed in 1915, creating a reservoir forty-five miles in length at an average width of

TEXAS

one and one-quarter miles, holding 768,000,000,000 gallons and furnishing an ample supply with which to irrigate 200,000 acres of rich Rio Grande Valley land. Bank clearings for 1913, \$78,241,339.00. Annual value of manufactured products, \$26,944,800.00.

HERALD—Every evening except Sunday Independent. Established 1881. Herald News Co., publishers. Subscription, \$7; sworn average circulation for first six months in 1914, 19,479*; 8 to 16 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line, flat. Preferred position, 10 and 25% extra. Reading notices, 15 cts. a line; telegraphic, 50 cts. a count line; black or bold face heading counts double. Classified, 1c. per word.

See advertisement on page 486.

TIMES—Every morning including SUNDAY. Conservative Democratic. Established 1881. El Paso Times Co., publishers. Subscription, daily, \$8; Sunday, \$2; sworn detailed circulation for nine months April, 1914, daily, 16,663* net paid; Sunday, 19,548* net paid; daily, 10 to 24 pages; Sunday, 36 to 80 pages; 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 70 cts. an inch; on contract of 200 or more in, 49 cts. an inch. Preferred position, 10 and 25% extra. Reading notices, 15 cts. a line; telegraphic readers, 25 cts. a line. Classified, 1c. a word.

See advertisement on page 534.

FORT WORTH—Population 73,312. 16 railroads with 20 outlets. Has natural gas; great supplies of fuel oil; within 50 miles of greatest active coal fields of Southwest. Largest and best municipal water supply in Texas. Industries include extensive packing houses; great stock yards and horse and mule market on large scale; ten silo manufacturing plants; iron foundries and metal working establishments, including the only rolling mill in Texas; three oil refineries with daily crude capacity of 30,000 barrels; furniture and clothing manufacturing; grain and milling center of Texas; many wood working establishments; leather manufacturing plants; structural steel works on large scale. Finest schools and churches in Texas. Bank clearings, 1913, \$420,272,538.54. Manufacturing plants and jobbing houses represent over \$50,000,000.00 investment.

CITIZEN-STAR—Weekly of Star-Telegram, which see.

LIVE STOCK REPORTER—Every evening except Sunday. Live Stock. Established 1896. Reporter Publishing Co., publishers. Subscription, \$4; claimed average circulation for first six months 1914, 10,000; 4 to 8 pages, 6 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

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Advertising rates, agate, 1,000 lines, 4 cts. a line; 3,000 lines, 3½ cts.; 5,000 lines, 2½ cts. a line. Reading notices, 10 and 20 cts. a line. Classified, 1c. per word, first insertion; ½c. per word each additional consecutive insertion.

See advertisement on page 560.

MURRAY'S SWINE BREEDER—Monthly. Live Stock—Agricultural. Established 1908. D. R. Murray, publisher. Subscription, \$1; claimed average circulation for 1913, 15,000; 24 pages, 3 columns; length of columns, 10 in.; width of columns, 2½ in.

Advertising rates, agate, 10 cts. a line; 1,000 lines on yearly contract, 8 cts.; 3,000 lines, 6 cts.; 10,000 lines or more, 5 cts. a line. Special position, 25% extra. Reading notices, 15 cts. a line. Classified, 3 cts. per word.

RECORD—Every morning including SUNDAY, and SEMI-WEEKLY RECORD, Tuesdays and Fridays. Democratic. Established 1896. The Record Company, publishers. Subscription, \$5; Sunday, \$2; semi-weekly, \$1; sworn detailed average circulation for six months prior to April, 1914, daily and Sunday, 26,478* net; semi-weekly, 71,540*; daily, 10 to 16 pages; Sunday, 36 to 48 pages, semi-weekly, 8 and 10 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 10 cts. a line; 250 lines, within one year, 7 cts.; 1,000 lines, 6 cts.; 2,000 lines, 5½ cts.; 2,800 lines, 5 cts. Mail order, educational and summer resorts, 5 cts. a line, flat. Position, 10, 25 or 50% extra. Classified, 1c. a word. Reading notices, nonpareil, 25 cts. a line; telegraphic, 50 cts. a count line, flat. Semi-weekly, agate, 20 cts. a line, covering both issues; full position, 25% extra. Reading notices, 50 cts. a line. Classified, 3 cts. per word.

See advertisement on page 458.

SOUTHWEST MAGAZINE OF TEXAS—Monthly. Literary. Established 1903. W. N. Beard, publisher. Subscription, \$1; claimed average circulation for year 1913, 30,000; 10 to 12 pages, 6 columns; length of columns, 21 in.; width, 2½ in. Forms close 20th preceding month. Can use matrices.

Advertising rates, agate, 20 cts. a line.

STAR-TELEGRAM—Every evening except Sunday, SUNDAY MORNING, and WEEKLY CITIZEN-STAR, Wednesdays. Independent Democratic. Established 1883. Fort Worth Publishing Co., publishers. Subscription, daily, \$6; weekly, 50 cts.; sworn average circulation for first six months 1914, daily and Sunday, 30,733* net paid; weekly, claimed average circulation for year 1913, 15,000; daily, 8 to 16 pages; weekly, 8 pages; Sunday, 32 to 60 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 1,000 lines within one year, 7 cts. a line; 1,500 lines, 6½ cts.; 2,000 lines, 6 cts.; 2,500

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lines, 5½ cts.; 3,000 lines, 5 cts. Mail order rate, including position, 5 cts. a line, flat. Preferred position, 10 and 25% extra. Reading notices, 25 cts. a count line; 500 lines within one year, 20 cts.; telegraphic readers, \$1 a line. Classified, 7 cts. a count line. Weekly open space within one year, 1,000 lines, 6 cts. a line; 2,000 lines, 5 cts. a line; 3,000 lines, 4 cts. a line. Reading notices and classified, same as daily.

SUNDAY NEWS AND S. W. WESTERN FARMER & BREEDER—Every Sunday. Home and Agriculture. Established 1905. The Reporter Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 17,000; 12 pages, 6 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 5 cts. a line, with discounts of 5, 10 or 20% on 13, 26 or 52 time contracts. Special positions, 10 or 25%. Reading notices, 15 cts. a line. Classified, 2 cts. per word for first insertion; 1c. per word for subsequent insertions.

See advertisement on page 560.

TEXAS RAILWAY JOURNAL—Monthly (7th). Labor. Established 1907. C. F. Goodridge, editor and publisher. Subscription, \$1; claimed average circulation for 1913, 6,500; 16 pages, 3 columns; length of columns, 9¾ in.; width, 2½ in. Cannot use matrices. Forms close 20th of month preceding.

Advertising rates, on yearly contracts, \$1 an inch; 4 in., 85 cts. an inch; full page, \$18; ½ page, \$10; ¼ page, \$5.50. Less than one year, add 20%; less than six months, add 30%.

GALVESTON—Population 36,981. On Gulf of Mexico and eight railroads. Direct steamship connection to the principal cities on the Atlantic Coast as well as to European ports, by 90 regular and 250 tramp steamship lines. Claimed to have the finest surf bathing in the world. Largest cotton shipping port in the world, 3,876,936 bales shipped during fiscal year 1912-13, valued at \$251,613,273.00; also extensive shipments in lumber, cotton seed oil, meal and cake, linseed meal and cake, flour, rice, live stock, provisions, broom corn, metals, feathers and grain. Industries include grain elevators, cotton seed oil, flour and rice mills, bagging and ice factories and cotton compresses. Annual value of manufactured products, approximately, \$24,000,000.00. Bank clearings during 1913, \$1,038,202,000.00.

FARM NEWS—Weekly edition of News, which see.

NEWS—Every morning including SUNDAY, and SEMI-WEEKLY FARM NEWS, Tuesdays and Fridays. Daily, Independent Democratic. Family and Agricultural. Established 1842. A. H. Belo & Co., publishers. Subscription, daily, \$7.50; weekly, \$1; circulation—not given by publisher; semi-

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weekly, \$1; claimed circulation in connection with Dallas Semi-Weekly Farm News, for 1912, 150,000; 14 to 50 pages; semi-weekly, 8 to 12 pages, 7 columns; length of columns, 20 5/7 in.; width, 13 1/2 ems. Can use matrices.

Advertising rates, agate, daily and Sunday, per line, one time, 15 cts.; 1 inch, two times, \$3.50; three times, \$4.76; four times, \$6.02; five times, \$7; six times, \$7.84; seven times, \$8.68; 14 times, \$13.58; 30 times, \$21.28; over one month, pro rata; per inch, per month, one t. a. w., \$6.16; two t. a. w., \$9.10; three t. a. w., \$12.18; combination rate, Galveston and Dallas News, furnished on application. Reading notices, double display rate, ordinary position. Classified, daily, 1c.; Sunday, 1 1/2 cts. per word. Semi-weekly, Galveston and Dallas, combined, 60 cts. per agate line; full position (minimum 2 in.), 25% extra. All advertisements inserted in both issues. Dallas and Galveston Farm News, and copy must be same and identical in both papers. Reading matter in semi-weekly, double display rate for space occupied.

TRIBUNE—Every evening, except Sunday. Independent Democratic. Established 1880. Galveston Tribune, (Inc.), publishers. Subscription, \$5; sworn detailed average circulation for first six months ending April, 1914, 8,408* net; 8 to 32 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, agate, 1.30 an inch; one week (6 times), \$4.44; one month, \$8; e. o. d., one month, \$5; 2 t. a. w., \$4; 1 t. a. w., \$3; 1,000 lines within one year, 6 cts. a line; 2,000 lines, 5 1/7 cts.; 3,000 lines, 4 1/2 cts.; 5,000 lines, 3 1/2 cts.; 10,000 lines, 3 cts. a line; preferred position, 10 or 25% extra. Classified, 1/2 c. a word. Reading notices, 25 cts. a line, with discount for time and space.

HALLETTSVILLE—Population 1,379. On San Antonio and Aransas Pass Railroad. Stock raising, cotton, corn and truck farming being the chief industry.

REBEL—Every Saturday. Socialist. Established 1904. E. A. Hickey and E. R. Meitzen, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 22,650 net; 60 pages, 6 columns, length of columns, 19 3/4 in.; width, 2 1/2 in. Can not use matrices.

Advertising rates, agate, 10 cts. a line.

HOUSTON—Population 78,890. On the great Houston Ship Channel, which is fifty miles in length and connects Houston with the Gulf of Mexico. Now completed at a cost of \$4,500,000.00. Seventeen railroads and electric interurban. Largest combined railroad center and deep water port in the South with annual railroad payrolls aggregating \$4,000,000.00. Largest inland port cotton market in the world. Center for rice, cotton, lumber, petroleum and sugar, of which extensive shipments are made. Industries include rice, cotton seed and rolling mills, plow, wagon and carriage

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works; foundry and machine shops of two railroad systems. Total number of factories 347, manufacturing 279 different articles. Greatest hotel facilities of any city south of St. Louis and Baltimore. Municipal convention hall seating 7,000 and is the home of Rice Institute with an endowment of over \$10,000,000.00. Taxable valuation of city, \$130,000,000.00. Financial center of the State, having 14 banks and trust companies. Bank clearings for year 1913, \$486,882,306.00. Annual value of manufactured products, \$55,000,000.00.

CHRONICLE—Every evening except Sunday, and SUNDAY MORNING. Independent. Established, daily, 1901. The Houston Chronicle Publishing Co., publishers. Subscription, daily and Sunday, \$6.50; sworn average circulation for six months prior to April, 1914, daily, 37,052* net paid; Sunday, 44,586* net paid; daily, 12 to 24 pages; Sunday, 52 to 100 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, daily, 10 cts.; Sunday, 11 cts. a line; 700 lines on yearly contract, 8 or 9 cts.; 1,400 lines, 7 or 8 cts.; 2,800 or more lines, 6 or 7 cts. a line. For special position, 10 or 25% extra, daily or Sunday respectively. Reading notices, 25 cts. a count line; 5 consecutive times (no change of copy), 20 cts.; 10 times, 15 cts. a line; 250 lines on yearly contract (change of copy allowed), 20 cts.; 500 lines, 15 cts. a line. Classified, daily, 1c. per word; Sunday, 2 cts. per word.

See advertisement on page 544.

POST—Every morning including SUNDAY. Democratic. Established 1885. Houston Printing Co., publishers. Subscription, \$8; sworn detailed average circulation for six months prior to April, 1914, 32,800* net paid; Sunday, 41,482* net paid; daily, 16 pages; Sunday, 56 to 72 pages, 7 columns; length of columns, 21 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, daily or Sunday, 6 cts. a line; full position, 7 1/2 cts. a line, flat. Reading notices, 25 cts. a count line; 30 times, 15 cts.; 30 consecutive times, 10 cts. a line. Classified, 1c. a word, in daily; 2 cts. a word in Sunday.

PRESS—Every evening except Sunday. Independent. Established September 25th, 1911. Houston Press, publishers. Subscription, \$3; sworn average circulation for six months prior to April 1, 1914, 13,351* net paid; 4 and 6 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices.

Advertising rates, 3 cts. a line; 2,500 lines on contract, 2 3/4 cts. a line; 5,000 lines or more, 2 1/2 cts. a line. Resorts, publishers and schools and colleges, 2 1/2 cts. a line, flat.

TELEGRAM—Every evening except Sunday and SUNDAY morning. Independent. Established 1912. Subscription \$4.80. Claimed average circulation for six months ending July 1914, 19,317; 8 to 12 pages, 7 columns,

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length or columns 21 in.; width 2½ in. Can use matrices.

Advertising rates, agate, 6 cts. a line; 1000 lines on yearly contract, 5 cts.; 2000 lines, 4 cts. a line; mail order copy, 5 cts. a line. Reading notices 25 cts. a line; 1000 lines on yearly contract 15 cts. a line. Classified 10 cts. a count line.

See advertisement on page 435.

TEXAS REALTY JOURNAL—Monthly (10th). Development and Farm. Established 1908. Clyde C. Buckingham, publisher. Subscription, \$1; claimed average circulation for year 1913, 8,500; 64 to 100 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, \$3 an inch; full page, \$62.50; ½ page, \$36.25; ¼ page, \$25.25; ⅛ page, \$20.85; ⅓ page, \$16.80; ⅙ page, \$11.25, with discounts on 3, 6 or 12 month contracts. Readers, 35 cts. a line. Classified, 5 cts. per word.

LA GRANGE—Population 1,850. Two railroads. Cotton cultivated most extensively. Industries include oil and grist mills; creamery; handle factory and cotton compress.

SVOBODA—Weekly. Thursday. Bohemian. Democratic. Established 1885. A. Haidusek & Jos. Koss, publishers. Subscription, \$2; claimed average circulation for year 1913, 4,600; 8 pages, 6 columns; length of columns, 19½ in.; width, 2½ in.

Advertising rates on application.

PARIS—Population 11,269. Seven railroads. In the center of an excellent live stock raising, fruit, grain and cotton growing district. Industries include foundry and machine shops, brick yards, cotton compress and gins, cotton seed oil, saw, planing and flour mills; crate, handle, mattress, candy, paint, box and furniture factories and canneries. Annual value of manufactured products, \$3,200,000.00.

NORTH TEXAS FARMER—Every Thursday. Agriculture. A. M. Jackson & Co., publishers. Established 1911. Subscription, \$1; claimed average circulation for year 1913, 5,200; 12 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 5 cts. a line, flat.

SAN ANTONIO—Population 96,614. Eight railroads; commercial center of a very wide territory and distributing point for a most excellent truck farming region; largest military post in the United States located here. Hides, wool and live stock handled extensively. Manufacturing output in 1913, \$36,567,240.00. Bond issues aggregating ten million dollars being spent in public improvements; additional ten

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million dollars being spent in private development.

EXPRESS—Every morning including SUNDAY, and SEMI-WEEKLY, Tuesdays and Fridays. Independent Democratic. Established 1865. Express Publishing Co., publishers. Subscription, daily, \$8; semi-weekly, \$1; sworn average circulation for year 1913, daily, 18,432* net; Sunday 27,636* net; for first six months of 1914, daily, 21,638* net; Sunday, 31,202*; semi-weekly, claimed circulation for year 1913, 20,000 per week (2 insertions); daily, 14 to 20 pages; Sunday, 76 to 88 pages; semi-weekly, 8 pages; all editions, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, Navarro and Crockett Streets.

Advertising rates, daily or Sunday, agate, 10 cts. a line. Open space, within one year, 1,000 lines, 7 cts.; 2,000 lines, 6 cts.; 5,000 lines, 5 cts.; 7,000 lines or more, 4 cts. a line. Strictly mail order advertising, daily or Sunday, 5 cts. a line, flat. Schools, Colleges and Summer resorts, 5 cts. a line, flat. Classified, 1c. a word; display in classified columns, \$1.87 an inch. Reading notices, nonpareil, 25 cts. a line, with discount for continued insertions. Semi-weekly, display, 10 cts. a line, flat, covering both issues.

See advertisement on pages 486, 487 and 498.

FREIE PRESSE FUER TEXAS—Every Wednesday. German. Republican. Established 1865. Freie Presse Fuer Texas Publishing Co., publishers. Subscription, \$2; claimed circulation for year ending April, 1914, 8,760; 16 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Office, 216 East Commerce Street.

Advertising rates, 30 cts. a inch.

HERMANS-SOHN IN TEXAS—Monthly (1st). Sons of Herm. Albert Hohrath, editor and publisher. Subscription, 50 cts.; sworn average circulation for year 1913, 18,000; 20 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Cannot use matrices. Forms close 10th of month.

Advertising rates, 75 cts. an inch. Readers, 15 cts. a line.

IMPARCIAL DE TEXAS—Every Thursday. Spanish-Democratic. Established 1909. F. A. Chapa, editor and publisher. Subscription, \$1; claimed average circulation for 1913, 12,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Office, 712 Dolorosa Street.

Advertising rates, \$1.25 an inch; 1 inch, double column, \$2.25; 1 inch, one year, \$12. Readers, 20 cts. a line, per month.

LIGHT—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1881. Chas. S. Diehl and H. L. Beach, publishers. Subscription, to daily, \$5; Sunday, \$2; sworn average circulation for nine months ending April 30, 1914, daily, 18,705*

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net paid; Sunday, 21,058* net paid; 12 to 68 pages, 8 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Can use matrices. Office, 509-11 Travis Street.

Advertising rates, agate, 10 cts. a line; 1,000 lines within one year, 7 cts.; 2,000 lines, 6 cts.; 5,000 lines, 5 cts.; 7,000 lines, 4 cts. a line. Mail order advertising 5 cts. a line. Reading matter, 15 cts. a line; telegraphic, 40 cts. a line. Classified, 1c. a word, with discount on 4 or more insertions.

MESSAGGERIO ITALIANO—Every Saturday. Italian-Independent. Established 1906. Forre & Co., publishers. Subscription, \$2; circulation—not given by publisher; 4 pages, 8 columns; length of columns, 22 in.; width, 2 $\frac{1}{2}$ in. Cannot use matrices. Office, 226 Harding Street.

Advertising rates, 35 cts. an inch; 4 consecutive insertions, 25 cts.; 13, 20 cts.; 26, 18 cts.; 52, 15 cts. an inch. Discount of 10 or 15% on contract of 500, 1,000 or more insertions.

SOUTHERN MESSENGER—Every Thursday. Catholic. Established 1892. L. Wm. Menger, general manager. Subscription, \$1.50; claimed average circulation for year 1913, 6,750; 8 to 32 pages, 7 columns; length of columns, 21 $\frac{1}{2}$ in.; width, 2 $\frac{1}{4}$ in. Can use matrices. Office, 515 Conroy Building.

Advertising rates, page opposite editorial or local page, 50 cts. an inch; all other pages, 40 cts. an inch, with discounts of 5 or 12 $\frac{1}{2}$ % on 500 or 1,000 inch, yearly contracts. Reading notices, 10 cts. a line first insertion; 5 cts. subsequent insertions.

SOUTHWEST FARMER & INVESTOR—Monthly (1st). Agricultural and Real Estate. Established 1909. Investors Publishing Co. publishers. Subscription \$1.; sworn average circulation for year 1913, 14,000* net paid; 16 pages, 4 columns, length of columns, 13 $\frac{1}{2}$ in.; width, 2 $\frac{1}{2}$ in. Can not use matrices. Forms close 20th of month preceding. Office, 118 to 20 Crockett Street.

Advertising rates; full page, \$125; three months contracts, \$115; six months, \$105; 9 months, \$90; 12 months, \$78; $\frac{1}{2}$ page, \$70; \$62; \$55; \$47, or \$40. $\frac{1}{4}$ page, \$38; \$35; \$30, \$26, or \$22. $\frac{1}{8}$ page, \$20; \$18; \$16; \$14 or \$12.; $\frac{1}{16}$ page, \$12; \$10; \$9; \$8, or \$7 each insertion respectively. Special position 25% extra.

TEXAS STOCKMAN AND FARMER—Semi-Monthly (1st and 15th). Agricultural and live Stock. Established 1881. Texas Stockman and Farmer Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 35,563; 16 pages, 4 columns; length of columns, 13 in.; width, 2 $\frac{1}{4}$ in.

Advertising rates, agate, 20 cts. a line; discount, 250 lines, 5%; 500 lines, 10%; 12 times, or 1,000 lines, 15%; 24 times, or 2,000 lines, 20%. Position, 15% extra. Reading notices, 35 cts. a count line.

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TEMPLE—Population 10,993. Located in a prosperous farming, cotton and stock raising section on three railway systems. Railroad machine shops are located here. Other industries: Largest candy and gum factory in Southwest; harness and saddlery, cotton oil and cigar factories; foundry and machine shop.

TELEGRAM—Every morning including SUNDAY. Democratic. Established 1907. Telegram Pub., Co., publisher. Subscription, \$5; sworn average circulation for six months prior to April 1914, daily and Sunday, 5,400* net paid; 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{2}$ in. Can use matrices.

Advertising rates, 21 cts. an inch flat. Reading notices, 10 cts. a count line; telegraphic readers, 25 cts. a line. Classified, 1c. per word.

TEXAS PYTHIAN BANNER KNIGHT—Monthly (1st). Fraternal—K. of P. Established 1903. Gresham Printing Co., publishers. Subscription \$1.50. Claimed average circulation for year 1913, 4,500; 16 to 44 pages, 2 columns, length of columns, 10 in.; width, 3 $\frac{1}{2}$ in. Cannot use matrices. Forms close 25th of month preceding.

Advertising rates, \$1.50 an inch. See advertisement on page 558.

TEXARKANA—See Texarkana, Ark.

WACO—Population 26,435 (with suburbs first annexed by election, 42,000.) 13 railroad lines and one interurban line. The center of an excellent farming, grazing and cotton growing section. Has largest sash and door factory in South; foundries and machine shops; soap, mattress, tent and awning factories; cotton compresses; cannery; creamery, cotton seed oil, planing, flour and woolen mills. Baylor University and Paul Quinn College located here. Annual value of manufactured products, \$1,500,000.00. Jobbing business, \$79,000,000.00.

NEWS—Every morning including SUNDAY. Democratic. Established 1911. News Publishing Co., publishers. Subscription, \$6; sworn average circulation for six months prior to April 1914, daily, and Sunday, 6,122* net paid; daily, 10 to 12 pages; Sunday, 24 to 36 pages; daily and Sunday, 7 columns; length of columns, 20 in.; width, 2 $\frac{1}{4}$ in. Can use matrices.

Advertising rates, 6 cts. a line; 1,000 lines, on yearly contract, 4 cts.; 3,000 lines, 2 $\frac{1}{2}$ cts. a line. Special position, 10 or 25% extra. Reading notices, 20 cts. a count line; telegraphic, 40 cts. a count line.

TIMES-HERALD—Every evening except Sunday, and SUNDAY MORNING. Democratic. Established 1892. Waco Publishing Co., publishers. Subscription, daily, \$6; sworn average circulation for six months prior to

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April 1914, daily and Sunday, 5,633* net paid; daily, 12 to 20 pages; Sunday, 32 to 40 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; 1,000 lines, on yearly contract, 7 cts.; 2,000 lines, 6 cts.; 3,000 lines, 5 cts.; 5,000 lines, 4 cts.; 7,000 lines, 3 cts.; 10,000 lines or more, 2½ cts. a line. Classified, 1c. per word. Reading notices, 25 cts. a line with discounts.

See advertisement on page 562.

TRIBUNE—Semi-Weekly. Wednesdays and Saturdays. Democratic. Established 1895. The Tribune Co. (Inc.), publishers. Subscription, \$1; sworn average circulation for six months prior to April 1914, 8,350* net paid; 12 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, agate, 3½ cts. a line; 10,000 lines, 3 cts.; 15,000 lines, 2½ cts.; 25,000 lines, 2 cts. a line.

WAXAHACHIE—Population 6,205. Three railroads and one interurban line. The center of and distributing point for an ex-

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cellent grain growing and cotton region. Industries include cotton and cotton seed oil mills, mattress factories, machine shop and flour mill.

ENTERPRISE—Every Friday and LIGHT every evening, except Sunday. Democratic. Established 1875. Enterprise Publishing Co., publishers. Subscription, weekly, \$1; daily, \$3; circulation—not given by publisher; weekly, 12 to 20 pages, daily, 6 to 18 pages; either edition, 6 columns, length of columns 20 in.; width 2½ in.

Advertising rates, weekly, 44 cts.; daily, 26½ cts. an inch. Composition, 5 cts. an inch additional. Special position, 10 or 20% extra. Locals, Weekly, 25 cts. daily, 15 cts. a line.

TEXAS ODDFELLOW—Monthly (15th). I. O. O. F. Fraternal. Established 1895. C. R. Gibson, publisher. Claimed average circulation for year 1913, 9,000; 8 pages, 4 columns; length of columns, 15 in.; width, 13 ems pica.

Advertising rates, \$1 an inch. Discount for larger space, or longer time.

UTAH

LEHI—Population 2,964. 2 railroads. Interurban line with Salt Lake City and Utah County. Industries consist of beet sugar factory and flour mills.

UTAH FARMER—Every Saturday. Agricultural. Established 1904. Deseret Farmer Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 16,500; 16 pages, 4 columns; length of columns, 11 in.; width, 2½ in.

Advertising rates, agate, 8 cts. a line, flat. Position, 25% extra.

OGDEN—Population 25,580. On Salt Lake and Ogden; Southern Pacific; Oregon Short Line; Union Pacific and Denver & Rio Grande Railway Systems. Iron and Coal mines in vicinity. Other industries are flour mills, canning and beet sugar factories; smelter; brewery; tile, pipe and cement works and machine shops.

EXAMINER—Every morning including Sunday. Independent. Established 1902. Ogden Examiner Publishing Co., publishers. Subscription, \$7.80; claimed average circulation for six months prior to April, 1914, 5,000; 00 pages, 7 columns; length of col-

umns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. a line, flat. Special position, 10 or 25% extra. Classified, 1 ct. per word.

SALT LAKE CITY—Population 92,777. On Oregon Short Line; Denver & Rio Grande; Western Pacific; Southern Pacific and Union Pacific Railway Systems. Largest city in the State and the leading center of business activity between Denver and San Francisco; has extensive mining interests and very large smelter and concentrating plants; very fertile agricultural region. Inland Salt Water Bathing and Natural Sulphur and Hot Springs. A Tourist Center. Mormon Temple and Tabernacle located here. Annual value of manufactured products, \$75,000,000.00. Annual mineral output \$40,000,000.00; wool and live stock industry, \$24,000,000.00. Bank clearings during year 1913, \$333,477,697.66.

DESERET NEWS—Every evening except Sunday, and SEMI-WEEKLY, Mondays and Thursdays. Organ of the Mormon Church. Established 1850. Deseret News Publishing Co., publishers. Subscription, daily, \$9; semi-

A high-grade advertising agency is as essential to your advertising interests as a first-class lawyer is to your legal welfare. But—you can retain us as advertising counsel, without fee.

UTAH

weekly, \$2; sworn average circulation for six months prior to April 1914, daily, 13,000* Saturday issue only 19,100*; semi-weekly, 19,321*; daily, 10 to 16 pages; weekly, 10 and 12 pages, 7 columns; length of columns, 20 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, daily, (not including Saturday) one time or 1,000 lines on yearly contract .0375 a line; 3 times or 2,000 lines .035; 6 times or 5,000 lines .0325; 26 times .03; 78 times or 10,000 lines .025; 156 times .0225 a line. SATURDAY, 1 time or 1,000 lines .055; 2 times or 2,000 lines .05; 4 times or 5,000 lines .0475; 13 times .0425; 10,000 lines .04; 26 times .0375 a line. SEMI-WEEKLY 1 time or 1,000 lines .09; 2 times .082; 2,000 lines .08; 8 times .072; 5,000 lines .07; 26 times .065; 10,000 lines .06; 52 times .075; 104 times .0475 a line. Special position, 12 1/2, 25, 33 1/2 or 50% extra. Reading notices (minimum) Daily; 20, Saturday, 25, Semi-Weekly, 30 cts. a line; repetition, 10, 15 or 20 cts. a line; on yearly contract, 100 lines, 20, 25, or 30 cts.; 500 lines, 15, 20, or 20 cts.; 1,000 lines, 10, 12 or 15 cts.; 2,000 lines, 8, 10 or 10 cts. a line. Classified Daily or Saturday, (non-pareil), 5 cts.; semi-weekly, 12 cts. a line.

See advertisement on page 442.

HERALD-REPUBLICAN—Every morning including SUNDAY. Established 1870. Herald-Republican Co., publishers. Subscription, daily, \$8; Sunday only, \$2; sworn average circulation for nine months ending April 1914, daily, 18,468*; Sunday, 30,334*; daily, 12 to 18 pages; Sunday, 36 to 68 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, daily, 4 cts. a line; Sunday, 5 cts. a line, flat. Preferred position, 5 cts. a line in daily; 6 cts. a line in Sunday issue. Reading notices, 30 cts. a line; pure reading, 50 cts. a line; telegraphic readers, \$1 a line. Classified, 10 cts. a count line, for first insertion, 5 cts. a count line for each subsequent insertion.

JUVENILE INSTRUCTOR—Monthly (1st). Mormon-Juvenile. Established 1866. Deseret S. S. Union, publishers. Subscription, \$1; sworn average circulation for year 1913, 13,435*; 60 to 64 pages, 2 columns; length of columns, 8 1/2 in.; width, 2 1/2 in. Cannot use mat-

UTAH

rices. Forms close 15th of month. Office, 44 E. South Temple Street.

Advertising rates, \$3.50 an inch; 2 or more issues \$3 an inch; full page, \$32; 1/2 page, \$20; 1/4 page, \$12, with discount of 5 or 10% on 6 or 12 months contract.

TELEGRAM—Every evening except Sunday. Independent. Established 1902. Salt Lake Telegram Co. (Inc.), publishers. Subscription, \$5.20; claimed average circulation for first six months 1914, 17,884; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 3 cts. a line, flat. Preferred position, 1 ct., a line extra. Classified, 1c. per word. Reading notices, 20 cts. a line; 500 lines, 15 cts.; 1,000 lines, 10 cts. a line.

TRIBUNE—Every morning including SUNDAY, and SEMI-WEEKLY, TRIBUNE, Tuesdays and Fridays. Independent Republican. Established, daily, 1870. Salt Lake Tribune Publishing Co., publishers. Subscription, daily, \$12; semi-weekly, \$1.50; sworn average circulation for first six months in 1914, daily, 20,236*; Sunday, 36,902* semi-weekly, 9,000; 14 to 60 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 13 times, daily, 8 cts., or Sunday, 9 cts.; 26 times, or 1,000 lines within one year, 7 or 8 cts.; 52 times, or 2,000 lines, 6 or 7 cts.; 104 times, or 3,000 lines, 5 or 6 cts. a line; 156 times or 5,000 lines, 4 or 5 cts. a line. Position, 15 and 25% extra. Reading notices, 50 cts. a count line, with discount of 10, 15 or 25% on 100, 500 or 1,000 lines; telegraphic readers, \$1 an agate line. Classified, 2 cts. a word first time; 1c. a word subsequently. SEMI-WEEKLY, display, 2 1/2 cts. a line, flat. Readers or classified, same as daily.

See advertisement on page 501.

YOUNG WOMAN'S JOURNAL—Monthly. Mormon. Established 1889. Subscription, \$1; claimed average circulation for year 1913, 16,000; 82 pages, 2 columns; length of columns, 7 1/2 in.; width, 2 3/4 in.

Advertising rates, 1/2 page, \$10; 1/4 page, \$15; 1/2 page, \$25; full page, \$40. Discount on 6 or more insertions.



VERMONT

BARRE—Population 10,734. Three railroads. Granite manufactured and quarrying most extensively carried on; also manufactures tools used in manufacture and quarrying of granite. Annual value of manufactured products, \$4,000,000.00.

QUARRY WORKERS' JOURNAL—Monthly (1st). Labor. Established 1904. Quarry Workers' Union of N. A., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 5,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices. Forms close 3rd of month.

Advertising rates, 50 cts. an inch.

TIMES—Every evening except Sunday. Independent. Established 1897. Frank E. Langley, publisher. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 6,302* net paid; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 50 cts. an inch; 3 times, \$1; one week, \$1.50; one month, \$4.50; three months, \$12; six months, \$19.50; one year, \$31.50; ½ inch advertisements, ⅔ of one inch rate; E. O. D., ⅔ of daily rate; position, 12½, 25 or 50% extra; 100 in., full position, within one year, part cuts and part composition, 30 cts. an inch; 250 in., 25 cts.; 500 in., 22 cts.; 700 in., 20 cts.; 1,000 in., 18 cts. an inch. Reading notices, 10 cts. a line, first insertion; 5 cts. a line each subsequent insertion; local or telegraphic readers, 20 cts. a count line; first page, 30 cts. a line. Classified, 4 lines, 25 cts.; consecutive insertions only, 5 cts.

BATTLEBORO—Population 6,517. Two railroads. Distributing point for a manufacturing center; has extensive organ works; machine shops; overall, furniture and carriage factories. Annual value of manufactured products, \$10,000,000. Banks have combined assets of \$12,000,000, surplus \$1,500,000.

HOLSTEIN-FRIESIAN REGISTER—Semi-Monthly (1st and 15th). Stock and Dairy. Established 1886. The Holstein-Friesian Register Co., publishers. Subscription, \$1; claimed circulation for year 1913, 8,037 net; 72 to 116 pages, 2 columns; length of columns, 7 in.; width, 2½ in. Forms close 6th and 21st.

Advertising rates, 20 cts. a line.

VERMONT PHOENIX—Every Friday. Republican. Established 1834. Brattleboro Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 4,700; 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 60 cts. an inch; continuous insertion for three months, or 25 in.

on yearly contract, 40 cts.; continuous insertion for one year or 100 in., 30 cts.; 500 in., 25 cts.; 1,000 or more in., 20 cts. an inch; first page, \$1 an inch; more than one insertion, 75 cts. Other special pages or positions, 5 cts. an inch additional. Reading notices (8 pt.), 10 cts. a line; more than 100 lines, 5 cts. a line. Classified, 10 cts. a line; subsequent insertions, 5 cts. a line.

BURLINGTON—Population 20,468. On Lake Champlain, 2 railroads. Has extensive steamboat traffic on Lake and is a very large lumbering market. Industries include the manufacture of malted cereal food, flour, woolen, cotton and planing mills; refrigerator and wood working factory and machine shops. State Agricultural College and University of Vermont located here. Annual value of manufactured products, \$26,000,000.00.

AMERICAN MEDICINE—See New York City.

FREE PRESS—Every morning except Sunday. Republican. Established 1845. Free Press Association, publishers. Subscription, daily, \$6; claimed average circulation for year 1913, 9,019; 12 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; one week, \$3; 26 times, 32 cts. an inch, per time; 52 times, 28 cts.; 104 times, 25 cts.; 156 times, 22 cts.; 312 times, 20 cts.; 100 in., on yearly contract, 35 cts.; 200 in., 32 cts.; 300 in., 28 cts.; 500 in., 25 cts.; 750 in., 22 cts.; 1,000 in., 20 cts. an inch; strictly mail order advertising, 2½ cts. a line. Preferred position, 12½ or 25% extra. Classified, 1c. a word; by the week, 3 cts. a word. Reading notices, solid nonpareil, 15 cts. a line; leaded, 25 cts.; with "adv.," 15 cts. a line, leaded.

NEWS—Every evening except Sunday. Established 1894. News Publishing Co., proprietors; Joseph Auld, editor and publisher. Subscription, \$3; claimed average circulation for year 1913, 5,976; 8 to 16 pages, 7 columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; 100 in., 30 cts.; 300 in., 26 cts.; 500 in., 24 cts.; 1,000 in., or more, 20 cts. an inch. Composition, 5 cts. an inch extra. Preferred position, 10, 20 or 40% extra. Classified, 1c. per word. Reading notices, 10 cts. a line; pure readers, 15 cts. a line; telegraphic readers, 25 cts. a line, with discount on contracts for time or space.

ESSEX JUNCTION—Population 1,245. On Cent. Vt. Ry. Center of rich agricultural section; industries include canning factory, lumber mill and butter factory.

VERMONT

BURLINGTON SUBURBAN LIST—Covering 12 weeklies. Every Thursday. Republican. Established 1872. Essex Publishing Co., publishers. Subscription, in state, 50 cts., \$1 outside; sworn average circulation for six months prior to October, 1913, 5,100* net paid; 8 to 16 pages, 7 or 8 columns; length of columns, 19¼ in.; width, 2¼ in.

Advertising rates, 25 cts. an inch, flat. Classified, same as display. Reading notices, 10 cts. a line, each insertion.

RUTLAND—Population 13,546. Located 68 miles south of Burlington, on the Rutland and the Delaware & Hudson Railroads. Shipping center of Vermont White Marble of which there are large quarries in the vicinity. Howe Scale Co. works, employing more than 500 men is located here. Other industries are marble monument, fire clay,

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farm implement, boiler and engine works; silo, ladies' garment, tin can, maple sugar, utensil, iron goods, shirt, collars and cuff factories. Annual value of manufactured products, \$7,000,000.00. Bank clearings during 1913, \$10,000,000.00.

HERALD—Every morning except Sunday. Independent-Republican. Established 1861. Herald and Globe Association, editors and publishers. Subscription, \$6; sworn average circulation for six months prior to April, 1914, 5,112* net paid; 10 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 30 cts. an inch; 100 in. on yearly contract, 25 cts.; 250 in., 20 cts.; 500 in., 18 cts.; 750 in., or more, 15 cts. an inch. Special position, 10 or 25% extra. Reading notices, 10 cts. a line, headline counts double.

VIRGINIA

BRISTOL (Va.-Tenn.)—Population 13,395.

Four railroads; shipping and distributing point for Western North Carolina, Eastern Tennessee, Southern West Virginia, Eastern Kentucky and Southwest Virginia. Industries include manufacture of mattresses, brooms, stoves, overalls, workshirts, large flour and feed mills, large paper pulp mill, pump and axe handles, spokes, brick, large tannery and extract plants, lumber mills and other wood working plants, coffins and caskets, metal ceiling, roofing, and siding, boxes, trunks, mine car wheels, foundry and machine shop specialties, pharmaceutical supplies, patent medicines, etc. Annual income from various industries, \$3,870,471.00. Wholesale business during 1913, \$8,560,672.00. Average daily bank deposits during 1913, \$2,521,215.00. Post-office receipts during 1913, \$70,646.20.

HERALD-COURIER—Every morning except Monday, and NEWS AND HERALD COURIER; Semi-weekly, Tuesday and Friday. Independent Democratic. Established 1872. The Bristol Publishing Corporation, publishers. Subscription, daily, \$3; semi-weekly, \$1; claimed average circulation for six months ending June, 1914, combined daily and weekly, 6,465 (daily 4,681; weekly, 1,784); 8 to 24 pages, 7 columns; length of columns, 20¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, daily or weekly, 3 cts. a line; 1,000 lines on yearly contract 2 cts.; 5,000 lines, 1½ cts.; 10,000 lines, 1c. a line.

DANVILLE—Population 19,020. On Dan River; Southern and Danville & Western Railroads. Second manufacturing city in State; city owns and operates its gas, water, electric light and power plants. The largest bright loose leaf tobacco market in

the world, annual sales exceeding 40,000,000 pounds. Extensive manufacture in tobacco, machinery, elevators and textile products. Annual value of manufactured products, \$16,000,000.00. Banking resources, \$6,000,000.00.

BEE—Every evening except Sunday. Independent Democrat. Established 1899. Bee Publishing Co., publishers. Subscription, \$3; detailed average circulation for year 1913, 5,436*; 6 to 8 pages, 7 columns; length of columns, 20¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, 40 cts. an inch; 50 in., 25 cts.; 75 in., 23 cts.; 100 in., 21 cts.; 200 in., 19 cts.; 300 in., 17 cts.; 400 in., 16 cts.; 500 in., 15 cts.; 750 in., or more, 14 cts. an inch. Mail order copy, 14 cts. flat an inch. Publishers, school and summer resort advertising, 30 cts. an inch, flat. Full position, 20% extra. Composition, 5 cts. an inch additional. Reading notices, 10 cts. a count line; 200 lines, 8 cts.; 500 lines, 6 cts. a line; black heading counts double. Classified, 1c. per word.

EMPORIA—Population 2,018. Two railways. Extensive lumbering interests; has planing, saw and veneering mills; box and basket factories.

VIRGINIA FARMER—Monthly. Agricultural. Established 1897. Farmer Co., publishers. Subscription, 25 cts.; circulation—not given by publishers; 16 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Forms close first of month.

Advertising rates, agate, 25 cts. a line; three months, 23 cts.; six months, 21 cts.; nine months, 20 cts.; one year, 19 cts.

VIRGINIA

HARRISONBURG—Population 4,879. County seat of Rockingham County, being located on 3 railway systems in the Blue Ridge Mountains and is the leading agricultural, stock and poultry raising district of the state, and is the distributing center for said products. Other industries include the manufacture of farming implements, leathers, incubators and carriages.

NEWS-RECORD—Every morning except Sunday. Independent. Established 1898. News Register Co. (Inc.), publishers. Subscription, \$2.50; sworn average circulation for six months prior to April, 1914, 7,462* net paid; 6 to 10 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch, flat. Reading notices, 10 cts. a line for first page; 5 cts. a line for other than first page. Classified, 1c. per word.

LYNCHBURG—Population 29,494. On James River, three trunk line railways. Has fine water power. Shoe manufacturing center. Large dark leaf tobacco market. Annual jobbing sales, \$33,000,000. Large shipping trade in tobacco, dry goods, notions, shoes, iron pipe, hardware and groceries. Ten million pounds of candy manufactured here annually; other industries are iron works, shoe factories, flour, extract and cotton mills; cigarette machine, tobacco, sash, door and blind factories, wagons, buggies and box factories; pipe foundries. Annual value of manufactured products, \$17,500,000. Total banking assets for 1913, \$16,008,072.00. Postal receipts for 1913, \$168,220.00.

NEWS—Every morning except Monday. Democratic. Established 1866. Carter Glass, publisher. Subscription, daily, \$5; Sunday, \$1; sworn average circulation for nine months ending April, 1914, daily and Sunday, 7,263* net; daily, 10 to 12 pages; Sunday, 20 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices.

Advertising rates, 50 cts. an inch; 75 in., 40 cts.; 100 in., 35 cts.; 200 in., 30 cts.; 300 in., 25 cts.; 500 in., 22½ cts.; 750 in., 20 cts.; full position, 20% extra. Classified, 25 words or less, 25 cts.; 1c. for each additional word. Reading notices, 10 cts. a line, with discount on 250 lines and over. Publishers, schools and resorts, display, 85 cts. an inch, flat.

NEWPORT NEWS—Population 20,205. On Hampton Roads, 6 miles from Fortress Monroe. C. & O. Ry. Good farming section, with extensive fishing trade also. Industries include large ship yards and dry docks, wharves and elevators, shoe factory, iron works, knitting mills, railroad shops and veneering plant.

PRESS—Every morning except Monday. Independent-Democrat. Established 1896. Daily Press Co., publishers. Subscription, \$5; claimed average circulation for first six months 1914, daily, 4,591; Sunday, 5,799;

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daily, 10 to 18 pages; Sunday, 12 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 2½ cts. a line; 2,500 lines, on yearly contract, 2 cts.; 5,000 lines, or more, 1½ cts. a line. Special position, 10 or 20% extra. Reading notices, 10 cts. a line, flat. Classified, 1c. per word.

TIMES-HERALD—Every morning except Sunday. Democratic. Established 1900. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 4,052* net paid; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line; 2,000 lines, 2½ cts.; 5,000 lines, 2 cts.; 10,000 lines, or more, 1½ cts. a line; 13 times, 2 in., or more, 3 cts. a line; 26 times, 2½ cts.; 78 times, 2 cts.; 156 times and over, 1½ cts. a line, per time; preferred position, 10 and 20% extra. Reading notices, 10 cts. a count line. Classified, 1c. per word.

See advertisement on page 486.

NORFOLK—Population 67,452. On Elizabeth River, 14 miles from Chesapeake Bay and 5 miles from Hampton Roads. Terminal of 8 railroad systems. Direct steamship connection to European and Central American ports, as well as Richmond, Baltimore, Washington, New York and all Atlantic ports, through all of which it has a most extensive shipping trade in coal, cotton, grain, horses, cattle, lumber, iron, fish, oysters, game, fruits and vegetables. Other industries include the manufacture of flour, cotton goods, cotton seed products, wines, beer, agricultural implements, lumber and wood products, peanut products, ship building and foundries, iron goods, cement and fertilizers. Annual output of manufactured products, \$39,000,000.00; shipment of truck during 1913, \$9,500,000; exports, \$16,637,616.00; imports, \$2,476,316.00; bank clearings, \$221,820,505.00.

JOURNAL AND GUIDE—Every Saturday. Established 1899. Guide Publishing Co. (Inc.), publishers. Subscription, \$1.25; claimed average circulation for 1913, 10,000; 8 pages, 6 columns; length of columns, 19¼ in.; width, 2½ in.

Advertising rates, 50 cts. an inch; each subsequent insertion, 40 cts. an inch; 250 in., on yearly contract, 30 cts.; 500 in., 25 cts.; 1,000 in., 20 cts.; over 1,000 in., 10 cts. an inch.

LEDGER-DISPATCH—Every evening, except Sunday. Independent Democratic. Established 1899. Ledger Dispatch Corporation, publishers. Subscription, \$5; sworn detailed average circulation for six months ending April, 1914, 20,372* net; 12 to 32 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. a line; 1,000 lines, 6 cts.; 2,000 lines, 5 cts.; 5,000 lines or more, 4 cts. a line. Fixed space, 2 in. or more, 13 times, 6 cts. a line, per time; 52

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times, 5 cts.; 78 times, 4 cts. a line, per time. Preferred position, 10 and 25% extra. Classified, 1c. per word. Reading notices, 20 cts. a count line.

See advertisement on page 486.

VIRGINIAN PILOT—Every morning including SUNDAY. Democratic. Established 1865. The Virginian and Pilot Publishing Co., publishers. Subscription, \$5; sworn average circulation for three months ending September, 1913, daily, 24,158*; Sunday, 39,456*; 12 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. a line; 1,000 lines, within one year, 6 cts.; 3,000 lines, 5 cts.; 5,000 lines, 4 cts. a line. Preferred position, 10 and 25% extra. Mail order advertising, 5 cts. a line, flat, including position. Classified, 1c. a word. Reading notices, 20 cts. a line, flat.

PETERSBURG—Population 24,127. On Appomattox River and 3 railroads. Greatest plug tobacco market in the United States; also very large shipping trade in cotton; flour, peanuts also handled to a considerable extent; industries include the manufacture of agricultural implements, paper and flour machinery; also cotton mills, trunk and tobacco factories.

INDEX-APPEAL—Every morning except Monday, and WEEKLY, Independent. Established 1864. The Index-Appel Publishing Co. (Inc.), publishers. Subscription, daily, \$5; weekly, \$1; claimed average circulation for 1913, daily, 7,000; weekly, 10,000; 8 to 24 pages; weekly, 8 to 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 25 cts. and inch. flat. Reading notices, run of paper, 15 cts. a line; preferred pages or position, 25 cts. a line. Classified, 1c. per word. WEEKLY, display, 50 cts. an inch.

RICHMOND—Population 127,628. On James River, with steamer connection to New York, Philadelphia and 5 railroads. Has excellent water power; most extensive jobbing trade center. A vast business in tobacco and cigar factories; also flour mills, iron works, including one of the largest of such plants in the South; machine and locomotive shops. Seat of Richmond College and Union Theological seminary and Medical College of Virginia—the largest in the South. Annual value of manufactured products, \$101,209,493.00.

CHRISTIAN ADVOCATE—Every Thursday. Methodist Episcopal, South. Established 1832. The Advocate Publishing Co., publishers. Subscription, \$2; claimed average circulation for year ending July 31, 1914, 6,700; 24 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 219 East Franklin Street.

Advertising rates, 65 cts. an inch, with discounts of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

VIRGINIA

EARNEST WORKER—Monthly. Presbyterian. Established 1870. Presbyterian Committee of Publication, publishers. Subscription, 50 cts.; claimed average circulation for year ending March 31, 1914, 56,000; 56 pages, 2 columns; length of columns, 7½ in.; width, 2¾ in. Can use matrices. Forms close 25th of second preceding month. Office, 212 North 6th Street.

Advertising rates, agate, 25 cts. a line; ¼ page, \$12.50; ½ page, \$22.50; one page, \$40.

FOREIGN MISSION JOURNAL—Monthly (20th). Baptist. Established 1850. Foreign Mission Board of Southern Baptist Convention, publishers. Subscription, 35 cts.; claimed average circulation for year 1913, 33,000; 32 pages, 2 columns; length of columns, 7½ in.; width, 2½ in. Forms close, 15th preceding month.

Advertising rates, 1 inch, one time, \$2; covers, \$2.50; one year, \$17; covers, \$20; 3 in., one year, \$50; covers, \$55; ¼ page, one time, \$5; ½ page, \$10; one page, \$19; extra if cover pages. Discount for time.

JACOBS & COMPANY.

See advertisement on pages 502, 503, 504, 505 and 506.

JOURNAL—Every evening except Sunday. Independent. Established 1905. A. R. Holderby, Jr., publisher. Subscription, \$3; sworn detailed average circulation for nine months ending April, 1914, 19,206*; 10 to 42 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 8-12 No. 9th Street

Advertising rates, agate, 4 cts. a line; next reading matter, 4½ cts. per line; full position, 5 cts. per line, flat. Classified, 1c. a word. Reading notices, nonpareil, 25 cts. a count line; telegraphic, \$1 a count line.

See advertisement on page 487.

MERCHANTS' JOURNAL and COMMERCE—Monthly. Mercantile. Established 1902. Merchants' Journal Publishing Co., publishers. Subscription, \$1; sworn average circulation for six months prior to April, 1914, 6,724*; 64 pages and cover, 3 columns; length of columns, 13¾ in.; width, 2¾ in. Can use matrices. First forms close 20th of preceding; last forms 5th of month of issue.

Advertising rates, ⅞ page, \$6; ½ page, \$10; ¼ page, \$18; ½ page, \$32; one page, \$60; discounts for 3, 6 and 12 insertions. First cover page, \$125; 2nd, \$90; 3rd, \$80; 4th, \$100.

MISSIONARY SURVEY—Monthly. Religious. Presbyterian. Established 1911. Presbyterian Committee of Publication, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 25,000; 80 pages, 2 columns; length of columns, 8 in.; width, 2¾ in.

Advertising rates upon application.

NEWS-LEADER—Every evening except Sunday. Democratic. Established 1895. News Leader Co., publishers. Subscription, \$3;

VIRGINIA

sworn average circulation for first four months 1914, 29,003*; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 7-9 No. 8th Street.

Advertising rates, agate, 10 cts. a line; 1,000 lines, on yearly contract, 9 cts.; 2,000 lines, 8 cts.; 3,000 lines, 7 cts.; 5,000 lines, 6 cts.; 10,000 lines or more, 5 cts. a line; preferred position, 12½ and 25% extra. Reading notices, 25 cts. a count line, with discount on 100 lines and over. Classified, 1c. per word.

ONWARD—Every Thursday. Religious. Presbyterian. Established 1907. Presbyterian Committee of Publication, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 34,000; 8 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Can use matrices.

Advertising rates, 12 cts. a line; 1,000 lines or more within one year, 10 cts. a line. Reading notices, set solid, double display rate; leaded, triple price a count line. For combination rates see Philadelphia Forward, also Presbyterian.

PRESBYTERIAN OF THE SOUTH—Every Wednesday. Presbyterian. Established 1907. Presbyterian Co., publishers. Subscription, \$2; sworn average circulation for year ending October 31, 1913, 10,750*; 24 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Office, 920 East Main Street.

Advertising rates, \$1.08 an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

RELIGIOUS HERALD—Every Thursday. Baptist. Established 1828. Incorporated 1888. The Religious Herald Co., publishers. Subscription, \$2; sworn average circulation for year ending April 30, 1914, 7,000*; 24 to 28 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, 1009 East Main Street.

Advertising rates, 70 cts. an inch, with discount of 5, 10, 15 or 20% on 10, 50, 200 or 500 in. space.

SOUTHERN CHURCHMAN—Every Saturday. Episcopal. Established 1835. Southern Churchman Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 5,000; 24 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, Va. Ry. & Power Building.

Advertising rates, 75 cts. an inch; 10 in., 60 cts.; 50 in., 50 cts.; 100 in., 45 cts.; 500 in., or more, 40 cts. an inch. Classified, 10 cts. a line.

SOUTHERN PLANTER—Monthly (1st). Agricultural. Established 1840. Southern Planter Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for 1913, 56,111; 80 to 160 pages, 3 columns; length of columns, 9 in.; width, 2½ in. Forms close 23rd of preceding month. Office, 28 North Ninth Street.

VIRGINIA

Advertising rates, agate, 25 cts. a line, flat; back cover, \$100. Reading notices, 35 cts. a line. Classified, 4 cts. per word.

TIMES-DISPATCH—Every morning including SUNDAY. Independent Democratic. Established 1850. The Times-Dispatch Co., publishers. Subscription, daily and Sunday, \$6; sworn average circulation for six months prior to April, 1914, daily, 24,768* net; Sunday, 33,276* net; 12 to 56 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 10 cts. a line; Sunday, 12 cts.; on yearly contract, 1,000 lines, daily, 9 cts.; Sunday, 11 cts.; 2,000 lines, daily, 8 cts.; Sunday, 10 cts.; 3,000 lines, daily, 7 cts.; Sunday, 9 cts.; 5,000 lines, daily, 6 cts.; Sunday, 8 cts.; 10,000 lines, or more, daily, 5 cts.; Sunday, 7 cts. a line. Mail order copy, daily, 6 cts.; Sunday, 8 cts. a line, flat. Special position, 10 or 25% extra. Classified, daily, 1c. per word; Sunday, 1½ cts. per word. Reading notices, 25 cts. a line.

VIRGINIAN—Every morning including SUNDAY. Independent Democratic. Established 1910. The Richmond Virginian Co. (Inc.), publishers. Subscription, \$3; claimed average circulation for year 1913, exceeding 12,000; 12 to 16 pages, 7 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices. Office, Governor and Ross Streets.

Advertising rates, agate, 5 cts. a line; 1,000 lines, 4½ cts.; 2,000 lines, 4 cts.; 3,000 lines, 3½ cts.; 5,000 lines or more, 3 cts. a line. Preferred position, 10 and 25% extra. Reading notices, 25 cts. a line, with discount on 100 lines and over. Classified, 1c. a word.

ROANOKE—Population 34,874 (inc. 62%, 10 years); suburbs, 10,000. Third city in State. 200 miles southwest of Washington; 250 miles west of Norfolk; 40 miles south of Natural Bridge; general headquarters N. & W. Ry.; also on Virginia Ry., Adams and Southern Express; railroad, manufacturing, coal, lumber, live stock, apple and canning center. Manufactures total \$18,000,000 annually, employ 12,000 and include large mineral, clay, timber and cotton products. Wholesale, varied lines, \$12,000,000 annually. Abundant electric power. Third best water supply in world. Mean temperature, 1912, 55 degrees. Normal rainfall, 41 inches. Elevation, 997. Banks, 3-30-1914: Capital, surplus, etc., \$2,367,653.00; deposits, \$6,957,000.00; resources, \$8,408,647.00. Building increase, 379 per cent, and Post-office receipts, 226 per cent in 10 years.

TIMES—Every morning except Monday. (Sunday edition is also the weekly), and **WORLD-NEWS**, every evening except Sunday. Independent Democratic. Established 1886. Roanoke Times Co., publishers. Subscription, \$5; claimed combined circulation for three months ending July 31, 1914, morning and evening, 17,705* net; Sunday, 10,

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801*; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, combined morning and evening edition, 7 cts. a line; 1,000 lines, within one year, 6 cts. a line; 2,000 lines, 5 cts.; 3,000 lines, 4 cts.; 5,000 lines, 3½ cts. a line; preferred position, 10 and 25% extra. Reading notices, 25 cts. a count line.

WORLD-NEWS—Evening edition of Times, which see.

STAUNTON—Population 10,604. Located on Baltimore & Ohio and Chesapeake & Ohio Railroads. Industries include iron, machine, wagon, organ and agricultural implement works; flour and planing mills; peanut and flag factory. Western State Hospital, Virginia School for the Deaf and Blind, as well as several flourishing educational institutions, are located here. Annual value of manufactured products, \$3,750,000.00.

LEADER—Every evening except Sunday. Also publishes a morning rural route edition. Democratic. Established 1904. Staunton Leader Publishing Co. (Inc.), publishers. Sub-

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scription, \$2.50; sworn average circulation for six months prior to April, 1914, 4,561* net paid; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, including both editions, 20 cts. an inch; on contract 14 cts. an inch. Preferred position 10 or 20% extra. Locals, 5 cts. a line. Classified, 1c. per word.

NEWS—Every morning except Monday. Democratic. Established 1891. Augusta Printing Corporation, publishers. Subscription, \$2.50; claimed average circulation for 1913, 4,200; daily, 6 to 8; Sunday 12 to 14 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 20 cts. an inch; on yearly contract, 1,000 in., 15 cts.; 2,000 in., 14 cts.; 3,000 in., 13 cts.; 4,000 in., 12 cts.; 5,000 in., 11 cts. an inch. Special position, 20% extra. Reading notices, first insertion, 10 cts. a line, and 5 cts. a line thereafter. Classified, 5 cts. a line, first insertion and 2½ cts. a line, thereafter.

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BELLINGHAM—Population 24,298. On Bellingham Bay, with steamer connections to Puget Sound ports and 4 railroads. Territory contributory to Bellingham is reached by 27 rural mail routes and is among the richest farming districts in the world. Has largest salmon cannery and the largest lumber mill in the world. Fishing and fish canning interests most extensive; large shipments of lumber, coal and hops; has saw planing, shingle mills; sash, door and box factories; engine and machine shops; brick yards, bottling, soda and cement block works, overalls, waterproof garments, cigar and candy factories. State Normal School, costing approximately \$400,000.00 located here. Annual value of manufactured products, \$10,173,000.00. Building permits ending fiscal year April 30, 1914, \$440,790.00. Bank deposits during 1913, \$4,844,372.01.

AMERICAN REVEILLE—Every morning except Monday, including SUNDAY. Republican. Established 1883. Bellingham Publishing Co., publishers. Subscription, \$2.60; sworn average circulation for six months prior to April, 1914, daily, 9,324* net paid; Sunday, 11,019* net paid; daily, 8 to 16 pages; Sunday, 20 to 36 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily or Sunday, 5 cts. a line; 1,000 lines, within one year, 4 cts.; 3,000 lines, 3½ cts.; 5,000 lines or more, 3 cts. a line. Preferred position, 10

and 25% extra. Pure readers, 30 cts. a line; telegraphic readers, 50 cts. a line; local notices, 15 cts. a line. Classified, 10 cts. a line.

See advertisement on page 548.

HERALD—Every evening except Sunday. Republican. Established 1890. Bellingham Publishing Co., publishers. Subscription, \$4.80; sworn average circulation for six months prior to April, 1914, 9,981* net paid; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line; 1,000 lines, 4 cts.; 3,000 lines, 3½ cts.; 5,000 lines, or more, 3 cts. a line. Preferred position, 10 and 25% extra. Reading notices, 30 cts. a line; telegraphic, 50 cts. a line; locals, 15 cts. a line; 500 lines, 12 cts. Classified, 10 cts. a line.

See advertisement on page 548.

EARLINGTON—Population 500. 2 railroads. Coal mining and agricultural pursuits being the principal industries.

WESTERNER—Monthly. Agricultural. Established 1905. Westerner Company, publishers. Detailed average circulation for year ending April, 1914, 89,721*; 32 to 48 pages, 3 columns; length of columns, 10 in.; width, 2 3/10 in. Forms close 15th preceding month.

Advertising rates, agate, 50 cts. a line; special position, 60 cts. a line; second or third covers (in colors), \$275; back cover (in colors), \$315.

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EVERETT—Population 24,814. On Puget Sound and 3 transcontinental railroads. Has fine harbor; lumber shipped most extensively; industries include flour, paper, shingle and lumber mills; ship yards, iron foundry; machine shops; creosote works; fisheries, fish canneries; tanneries; railroad car and repair shops. Annual value of manufactured products, \$16,000,000.

HERALD—Every evening except Sunday. Republican. Established 1898. Daily Herald Co. (Inc.), publishers. Subscription, \$5; sworn average circulation for nine months, ending April 1914, 7,746* net; 8,000; 12 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 1½ cts. a line, flat. Preferred position, 10 and 20% extra. Reading notices, locals, 15 cts. a line. Classified, 1c. a word, first insertion; ½c. a word each subsequent insertion.

NORTH YAKIMA—Population 14,082. On Yakima River and Northern Pacific Ry., and the Harriman system. Has excellent water power; center of a fertile agricultural region; fruit, sorghum, tobacco, hops, grain and alfalfa extensively grown; also live stock raised and considerable interest in dairy products.

NORTHWEST FARM AND HOME—Monthly. Descriptive and agricultural. Established in 1847. Legh R. Freeman, managing editor. Subscription, \$2; detailed average circulation for year 1913, 40,925*; 32 to 100 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Forms close 20th of month preceding.

Advertising rates, agate, 25 cts. a line, flat.

YAKIMA HERALD—Every morning, including SUNDAY. Republican. Established 1885. Herald Publishing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April 1914, 3,061* net paid; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 5 cts. a line; 1,000 lines, on yearly contract, 4 cts.; 5,000 lines, 3 cts.; 10,000 lines, 2 cts. a line. Special position, 10 or 25% extra. Reading notices, 15 cts. a line; black face type 25 cts.; headline counts double. Classified, 1c. per word.

SEATTLE—Population 237,194. On Puget Sound, with extensive Pacific Coast, foreign and domestic commerce, more particularly in lumber, fish, oats, hops, cotton, silk, minerals and fruits; industries include a number of saw and shingle mills, sash, door and furniture factories; brick yards; iron works and others. Annual value of manufactured products, \$60,000,000.00.

ARGUS—Every Saturday. Republican. Established 1894. H. A. Chadwick, publisher. Subscription, \$2; circulation—not given by

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publisher; 16 pages, 3 and 4 columns; length of columns, 14 in.; width, 3½ in. and 2½ in. Cannot use matrices.

Advertising rates, 2½ inch column, \$1.25 and 3½ inch column, \$1.50 an inch, with discounts on one, six and twelve month contracts. Preferred positions, 20% extra. Reading notices, 40 or 50 cts. a line for 2½ or 3½ inch columns; 500 lines within one year, 30 or 40 cts.; 1,000 lines, 25 or 35 cts. a line.

BUNGALOW MAGAZINE—Monthly (5th). Building and Home. Established 1912. Bungalow Publishing Co. (Inc.), publishers. Subscription, \$2.50; circulation, claimed average for year 1913, 33,500; 80 pages, 2 columns; length of columns, 8½ in.; width, 3 in. Can use matrices. Forms close 10th of preceding month.

Advertising rates, 65 cts. a line; full page, \$80; ½ page, \$45; ¼ page, \$25; ⅛ page, \$15; ⅙ page, \$8; back cover (2 colors), \$150; inside cover (2 colors), \$125; discount of 5% on 12 consecutive insertions.

See advertisement on page 556.

CATHOLIC NORTHWEST PROGRESS—Every Friday. Religious-Catholic. Established 1897. Northwest Progress Company, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 7,200; 8 pages, 7 columns, length of columns, 20½ in.; width, 2½ in. Can not use matrices. Office, 3022-24 Arcade Bldg.

Advertising rates, 75 cts. an inch; 50 in., on yearly contract, 50 cts.; 250 in., 40 cts.; 500 in., 35 cts.; 1,000 in., or more, 30 cts. an inch.

PACIFIC FISHERMAN—Monthly. Pacific Coast Commercial Fisheries. Established 1903. Miller Freeman, publisher. Subscription, \$4; claimed average circulation for year 1913, 9,000; 50 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Office, 500 Mutual Life Building.

Advertising rates, \$4 an inch; ¼ page, one time, \$20; ½ page, \$30; ¾ page, \$45; one page, \$65. Discount on 6 and 12 months.

PACIFIC MOTOR BOAT—Monthly. Motor Boating. Established 1908. Consolidated Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 18,713; 100 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 19-20 Colman Dock.

Advertising rates, \$4 an inch; ¼ page, one time, \$20; ½ page, \$30; ¾ page, \$45; one page, \$65.

PACIFIC POULTRYMAN—Monthly. Poultry. Established 1895. Robert Burt, editor and publisher. Subscription, 50 cts.; claimed average circulation for 1913, 12,041; 64 to 106 pages, 3 columns; length of columns, 10 in.; width, 2½ in.

Advertising rates, one inch, \$2.10; six months, \$10.92; one year, \$18.48. Reduced rates for larger space.

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PACIFIC TRIBUNE—Every Wednesday. Swedish. Independent. Established 1887, Pacific Tribune Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 12 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, John Erickson Building.

Advertising rates, 50 cts. an inch; with discount of 5, 10 or 25% on 3, 6 or 12 months, respectively. Readers 8 cts. a line.

POST-INTELLIGENCER—Every morning including SUNDAY. Republican. Established 1865. Post-Intelligencer Co., publishers. Subscription, daily and Sunday, \$6; Sunday only, \$2.50; sworn average circulation for six months prior to April 1914, daily and Sunday 53,826* net paid; daily, 14 to 28 pages; Sunday, 60 to 90 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 15 cts. a line; 500 lines within one year, 14 cts.; 1,000 lines, 12 cts.; 2,000 lines, 11 cts.; 3,000 lines, 10 cts.; 5,000 lines, 9½ cts.; 7,500 lines, 8½ cts.; 14,000 lines, or more, 8 cts. a line. Special position, 15, 25, 50 or 100% extra. Reading notices, 50 cts. a line, with discount on 250 lines, or more; pure reading notices, \$1 per line. Classified, 10 cts. a line. Sunday, only, display, 16½ cts. a line; 4 times, or 100 lines, 16 cts.; 8 times, or 250 lines, 15½ cts.; 13 times, or 500 lines, 15 cts.; 26 times, or 1,000 lines, 13 cts.; 39 times, or 2,000 lines, 12 cts.; 52 times, or 3,000 lines, 11 cts. a line. Sunday when used in connection with daily edition, 10% additional to daily rates.

STAR—Every evening except Sunday. Independent. Established 1898. Star Publishing Co., publishers. Subscription, \$3; claimed average circulation for year 1913, 43,141 net; 8 to 16 pages, 8 columns; length of columns, 22 in.; width, 2 in. Can use matrices. Office, 1307-09 Seventh Street.

Advertising rates, agate, 8 cts. a line; full position, 9 cts., on yearly contract, 2,500 lines, 7½ cts.; full position, 8½ cts.; 5,000 lines, or not less than 6 in. a week for 52 weeks, 7 cts. a line; full position, 8 cts. a line. Classified, 1½ cts. per word. Following pure reading, 25 cts. a line. Resorts, publishers, schools and colleges, 7 cts. a line, flat.

SUN—Every evening except Sunday. Independent. Established 1913. Sun Publishing Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April 1914, 40,167* net paid; 12 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 7 cts. a line, flat. Preferred position, 8 cts. a line. *Reading notices, 30 cts. a line. Classified, 1c. per word. See advertisement on page 538.

TIMBERWORKER—Every Saturday. Labor. Established 1903. International Union of Timberworkers, publishers. Subscription,

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\$1; claimed average circulation for year 1913, 7,500; 4 pages, 6 columns, length of columns, 19½ in.; width, 2½ in. Can not use matrices. Office, 202 Maynard Building.

Advertising rates, 70 cts. an inch, with discount for time and space.

TIMES—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1881. The Times Printing Co., publishers. Subscription, daily, \$6; Sunday, \$2.50; sworn average circulation for six months prior to April 1914, daily, 66,665* net paid; Sunday, 86,995*; daily, 18 to 32 pages; Sunday, 67 to 80 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 13 cts. a line; Sunday, 18 cts. a line. Open space, within one year, 1,000 lines, daily, 12 cts. a line; Sunday, 16½ cts.; 3,000 lines, daily, 11 cts.; Sunday, 15 cts.; 5,000 lines, daily, 10½ cts.; Sunday, 14½ cts.; 10,000 lines, or more, daily, 10½ cts.; Sunday, 14 cts. a line. Preferred position, 10 and 25% extra. Classified, daily, 10 cts. a line; Sunday, 15 cts. a line. Local readers, 50 cts. a line in daily; 70 cts. a line in Sunday edition, with discount on 100 lines and over.

See advertisement on page 550.

WASHINGTON FARMER—Semi-monthly (1st and 15th). Agricultural. Established under name of Ranch, 1884. Farmer Press Co., publisher. Subscription, 50 cts.; guaranteed average circulation for, 1914-15, 20,000; 4 columns to page; length of columns, 13 in.; width, 2½ in. Forms close 10th and 25th preceding date of issue. Office, 500 Mutual Life Bldg.

Advertising rates, agate, 12 cts. a line, flat. In combination with Idaho Farmer and Oregon Farmer, 23 cts. a line.

WASHINGTON POSTEN—Every Friday. Norwegian-Danish-Republican. Established 1889. Gunnar Lund, editor and publisher. Subscription, \$1; claimed average circulation for first six months 1914, 10,000; 10 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 705 First Avenue.

Advertising rates, 50 cts. an inch. Readers, 8 cts. a line. Discount of 5% on 3 months contract; 10% on 6 months, or 25% on one year.

WESTERNER—See Earlington.

WESTERN MOTOR CAR—Monthly. Motor and Good Roads. Established 1909. Frank M. Fretwell, publisher. Subscription, \$1; claimed average circulation for year 1913, 4,000; 40 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. a line; full page, \$50; ½ page, \$30; ¼ page, \$18; ⅙ page, \$10; ⅛ page, \$6.25; second cover page, \$60; third cover, \$55; fourth cover, \$75; color in-

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serts, \$60. Discounts on contracts of 3 months or 250 lines, 5%; 6 months or 500 lines, 10%; 12 months or 1,000 lines, 20%.

SPOKANE—Population 104,402. On both sides Spokane River; traversed by 6 transcontinental and 12 branch railroads. The largest railroad center west of St. Paul. Distributing center of 150,000 square miles. 3,000,000 potential horse-power in adjacent water courses. Tributary country produces over \$300,000,000 annually in new wealth. Has a \$2,000,000 hotel. Industries include paper mill, cement plant, woolen mill, packing plants, foundries, machine shops, lumber mills and the following factories: candy and cracker, soap, potteries, brick and tile, broom, macaroni, paint, cereal food products, ammonia, crayon, clothing, flour, wagons, auto parts, etc. Annual value of the manufactured products, \$56,150,000.00. Bank clearings for 1913 were, \$219,265,774.00.

CHRONICLE—Every evening except Sunday. Independent. Republican. Established 1886. Spokane Chronicle Co., publishers. Subscription, daily, \$5; sworn average circulation for year ending April 1914, 34,226*; 20 to 36 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 2 times, 8 cts.; 3 times, 7 cts.; 6 times, 6½ cts.; 12 times, 6 cts.; one month, 5½ cts.; three months, 5½ cts.; six months, 5¼ cts.; one year, 5 cts. a line. Special line rate for e. o. d., etc. Open space, within one year, 500 lines, 9½ cts.; 1,000 lines, 9 cts.; 1,500 lines, 8 cts.; 2,500 lines, 7 cts.; 5,000 lines, 6½ cts.; 7,500 lines, 6 cts.; 10,000 lines, 5½ cts.; 15,000 lines, or more, 5 cts. a line. Preferred position, 25, 50, 75 or 100% extra. Classified, 10 cts. a line. Reading notices, agate, 30 cts. a line; nonpareil, 50 cts. a line; business notices, 50 cts. a line; telegraphic readers, \$1 a line.

NORTHWEST FARM AND ORCHARD—Monthly. Farm and Fruit. Established 1909. N. W. Farm and Orchard Co., publishers. Subscription, 50 cts.; detailed average circulation for year 1913, 23,420; 16 pages, 4 columns; length of columns, 11½ in.; width, 2½ in. Can use matrices. Forms close 20th. Office, 2301 Division Street.

Advertising rates, agate, 15 cts. a line, flat. Classified, first insertion, 20 cts. a line; subsequent insertions, 15 cts. a line.

PRESS—Every evening except Sunday. Independent. Established 1902. Spokane Newspaper Co., publishers. Subscription, \$3.25; sworn average circulation for year 1913, 8,366* net; 8 to 12 pages, 8 columns; length of columns, 20 in.; width, 2 in. Can use matrices.

Imagine an army of inexperienced fighters fighting without a leader.
Imagine an inexperienced advertiser advertising without an Advertising Agency.

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Advertising rates, agate, 3 cts. a line; full position, 3½ cts.; 2,500 lines, on contract, 2¾ cts.; full position, 3¼ cts.; 5,000 lines, or not less than 6 in. every week for 52 weeks, 2½ cts. a line; full position, 3 cts. a line. Following pure reading, 10 cts. a line. Classified, 1c. per word. Resorts, publishers, schools and colleges, 2½ cts. a line.

SPOKESMAN-REVIEW—Every morning including Sunday, and TWICE-A-WEEK, Tuesdays and Fridays. Daily and Sunday. Independent Republican. Twice-a-Week, Independent and Agricultural. Established 1883. Cowles Improvement Co., publishers. Subscription, daily and Sunday, \$8; Twice-a-Week, \$1; sworn average circulation for year ending March 31, 1914, daily, 34,137*; Sunday, 54,891*; twice-a-week, 34,269*; daily, 14 to 20 pages; Sunday, 64 to 78 pages; Twice-a-Week, 10 to 12 pages; either edition, 7 columns; length of columns counted; 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 10 cts. a line; one week, 8 cts.; one month, 7 cts.; three months, 6½ cts.; six months, 6¼ cts.; one year, 6 cts. a line per time; on yearly contract, 1,000 lines, 9 cts.; 1,500 lines, 8½ cts.; 2,500 lines, 8 cts.; 5,000 lines, 7 cts.; 7,500 lines, 6½ cts.; 10,000 lines, 6¼ cts. Add 25% to above rates for Sunday edition when not less than 25% is used in daily. Preferred positions, 25, 50, 75 or 100% extra; when Sunday edition is used alone, add 40%. Reading notices, agate, daily, 20 cts. a line; Sunday, 25 cts.; nonpareil, daily, 32 cts.; Sunday, 40 cts. a line. Classified, daily, 10 cts.; Sunday, 15 cts. a count line. TWICE-A-WEEK, display, 15 cts. a line; four weeks (1 or 2 times a week), 14½ cts.; three months, 14½ cts.; six months, 14½ cts.; one year, 14 cts. a line. Reading notices, agate, 30 cts. a line; nonpareil, 50 cts. a line. Classified, 15 cts. a count line.

WESTERN FARMER—Semi-Monthly (1st and 15th). Horticultural, live stock, dairy, poultry and agricultural. The Farmer Publishing Co. (Inc.), publishers. Subscription, \$1; sworn detailed average circulation for six months ending March, 1914, 33,072*; 16 to 32 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close 5th and 20th preceding date of issues. Office, A. D. Jone Building.

Advertising rates, agate, 15 cts. a line, flat.

TACOMA—Population 83,743. On Puget Sound, with direct steamship connection to all Pacific Coast, foreign and domestic ports, as well as to all Puget Sound ports. Six railroads (4 terminals). Most extensive trade in the shipment of flour, shingles, and lumber; industries include packing houses, dry docks, ship yards, iron works, sash, door and planing mill and furniture factories. Annual value of the industrial output,

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\$59,239,000.00. Building permits for 1913, \$2,470,326.00. Bank clearings during year, 1913, \$133,455,456.66.

LEDGER—Every morning including SUNDAY, and WEEKLY, Thursdays. Republican. Established 1880. The Tacoma Ledger Co., publishers. Subscription, daily, \$7.50; Sunday, \$2; weekly, \$1; sworn average circulation for year 1913, daily, 20,618*; Sunday, 28,307*; weekly, 9,556; daily, 14 to 24 pages; Sunday, 48 to 92 pages, weekly, 12 to 24 pages, 7 columns; length of columns, 21 1/4 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, daily, or e. o. d., within one year, 11 cts. per nonpareil line; 3 times, 9 cts.; 14 times, 7 cts.; 39 times, 6 1/2 cts.; 78 times, 6 cts.; 156 times, 5 cts.; 312 times, 4 1/2 cts. a line. Open space within one year, 100 lines, 9 cts.; 1,000 lines, 7 cts.; 2,500 lines, 6 cts.; 5,000 lines, 5 cts.; 10,000 lines or more, 4 1/2 cts. a line; add 10% for Sunday advertising. Preferred position, 10 or 25% extra. Classified, 1c. a word; 10% discount on 7 or more consecutive insertions; matrimonial, personals, or real estate, 10 cts. a line. Reading notices, nonpareil, locals, 30 cts. a line; pure reading matter and telegraphic readers, 60 cts. a line, with discount on 100 lines and over. Weekly, 50 cts. an inch, flat. Readers, same as daily. Classified, 1c. per word.

NEWS—Every evening except Sunday. Independent. Established 1883. Daily News Publishing Co., publishers. Subscription, \$5; sworn average circulation for year 1913, 20,429* net; 12 to 32 pages (Saturday edition, 24 to 36 pages), 7 columns; length of columns, 21 1/4 in.; width, 2 1/4 in. Can use matrices.

Advertising rates, nonpareil, 11 cts. a line; three times, 9 cts.; 14 times, 7 cts.; 39 times, 6 1/2 cts.; 78 times, 6 cts.; 156 times, 5 cts.; 312 times, 4 1/2 cts. a line; on yearly contract, 100 lines, 9 cts.; 1,000 lines, 7 cts.; 2,500 lines, 6 cts.; 5,000 lines, 5 cts.; 10,000 lines or more, 4 1/2 cts. a line. Preferred position, 10 and 25% extra. Locals, nonpareil, 30 cts. a line; pure reading and telegraphic readers, 60 cts. a line. Classified, matrimonial, personals or real estate, 10 cts. a line; other classified advertising, 1c. per word.

NORTHWEST HORTICULTURIST AND DAIRYMAN—Monthly (15th). Agricultural and Horticultural. Established 1887. C. A. Tonneson, editor and publisher. Subscription, 50 cts.; guaranteed average circulation for year 1914-15, 12,800; 24 pages, 4 columns; length of columns, 13 in.; width, 2 1/2 in.

Advertising rates, 8 cts. a line, flat.

SEE AMERICA FIRST—Monthly (1st). Travel. Established. A. L. Sommers, publisher. Subscription, \$.....; claimed average circulation for 4 months ending Sept. 1914, 12,000; 60 pages, 3 columns; length of columns, 10 in.; width, 2 1/2 in. Can not use

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matrices. Forms close 20th of month preceding. Office, 708 White Building.

Advertising rates, agate, 25 cts. a line; full page, \$80; 1/2 or 1/4 page pro rata; 1/2 page, \$12.50; inside cover, \$110; outside cover, \$125; discount of 10% on yearly contract.

TIMES—Every evening except Sunday. Independent. Established 1903. Tacoma Times Publishing Co., publishers. Subscription, \$3; sworn average circulation for year ending March 1914, 11,910* net paid; 8 to 12 pages, 8 columns; length of columns, 19 1/2 to 23 1/2 in.; width, 12 ems. Can use matrices.

Advertising rates, agate, 3 1/2 cts. a line; full position, 4 cts.; 2,500 lines, on yearly contract, 3 1/4 cts.; full position, 3 3/4 cts.; 5,000 lines, or not less than six in. per week, 52 weeks, 3 cts. a line; full position, 3 1/2 cts. Following pure reading, 12 cts. a line. Classified, 1c. per word. Resorts, publishers, schools and colleges, 3 cts. a line.

TRIBUNE—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1908. Tribune Publishing Co., publishers. Subscription, daily and Sunday, \$5; claimed average circulation for 1913, daily 15,000; Sunday 17,000; 8 to 64 pages, 7 columns; length of columns; 21 in.; width 2 1/2 in. Can use matrices.

Advertising rates, daily or Sunday, 3 cts. a line, flat. Special position, 15 or 25% extra. Reading notices, daily or Sunday, brevier, 15 cts. a line, flat. Classified, 1c. per word, flat.

WALLA WALLA—Population 19,364. 2 railroads. Distributing center for an excellent grain growing, fruit culture and stock raising district; extensive industry in poultry, sheep, hogs; also dairying and early fruits; has agricultural machine works; grain cleaning machine factory and foundry. 71 manufacturing plants in all. Seat of Whitman College. State Penitentiary is located here. Annual value of manufactured products, \$5,200,000.00. Five banks with deposits of \$4,500,000.00.

BULLETIN—Every evening except Saturday, and SUNDAY MORNING. Independent. Bulletin Printing Co., publishers. Established 1906. Subscription, \$5; sworn detailed average circulation for six months ending March 1914, 3,137*; 6 to 16 pages, 7 columns; length of columns, 20 in.; width, 2 1/2 in. Can use matrices.

Advertising rates, agate, 1 1/2 cts. a line, flat. Preferred positions, 15 or 25% extra. Reading notices, 5 cts. a count line; first or Sunday society pages, 10 cts. a line. Classified, 1c. per word.

FEATHERED WORLD—Monthly (1st). Poultry. Established 1911. Ferney & Clark, publishers. Subscription, 50 cts.; claimed average circulation for 1913, 4,000; 28 pages,

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3 columns; length of columns, 9¾ in.; width, 2½ in. Cannot use matrices. Forms close 20th preceding date of publication.

Advertising rates, \$1.40 an inch; 25 in. to be used within 3 months, \$1.25; 100 in., \$1 an inch. Reading notices, brevier, 20 cts. a line, flat. Classified, 40 words or less, 75 cts.

UNION—Every morning except Monday. Republican. Established 1869. Washington Printing and Book Manufacturing Co., publishers. Subscription, \$5.50; sworn average

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circulation for six months prior to April 1914, daily and Sunday, 3,290* net paid; daily, 8 to 12 pages; Sunday, 16 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, daily, 25 cts. an inch; 200 in., 20 cts.; 500 in., 18 cts.; 1,000 in., 16 cts. an inch. Sunday, 40 cts. an inch; 200 in., 32 cts.; 500 in., 29 cts.; 1,000 in., 25 cts. Reading notices, daily or Sunday, 10 cts. a line; telegraphic readers, 25 cts. a line. Classified, daily or Sunday, 1c. per word.

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BLUEFIELD—Population 11,188. Located on Norfolk & Western Railroad and is the shipping point for Pocahontas Coal field. Has Railroad shops, mines, car and supply works. State Normal School is located here.

TELEGRAPH—Every morning except Monday. Independent-Republican. Established 1894. Daily Telegraph Printing Co., publishers. Subscription, \$4; claimed average circulation for 1913, 4,749; 6 to 14 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates upon application.

CHARLESTON—Population 22,996. State Capital. On Great Kanawha River, with steamboats to Ohio River and New Orleans, five railroads and three interurban car lines. The center of one of the largest high grade oil fields in the world; eight miles from the great Blue Creek field just developing. Has largest axe factory in the world and the largest chemical factory of its kind in the United States. Home of the Ohio Tool Co. Lumber interests most extensive; petroleum and salt; iron and bituminous coal mines in vicinity; lumber mills, foundries, boiler works and machine shops, glass plants. Has second largest wholesale grocery house in the South. Annual value of manufactured products, \$10,000,000.00. Bank clearings during 1913, \$120,000,000.00.

GAZETTE—Every morning except Monday. Democratic. Established 1888. Charleston Publishing Co., publishers. Subscription, \$4; sworn average circulation for six months prior to October 1913, 6,210* net paid; 8 to 20 pages, 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 25 cts. an inch; on yearly contract, 1,000 in., 15 cts. an inch; 5,000 in., 12½ cts. Preferred position, 15 and 25% extra. Reading notices, body type, 5 cts. a line; not marked, 8 point type, 10 cts. a line;

black faced type, 10 cts.; first page, 15 cts.; 18 point type, 20 cts. a line. Classified, 1c. a word.

MAIL—Every evening except Sunday. Republican. Established 1893. News Mail Co. (Inc.), publishers. Subscription, daily, \$4; circulation—not given by publisher; 6 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; on contract, less than 1,000 in., 12½ cts.; 1,000 in. or more, 10 cts. an inch. Composition, 5 cts. an inch, additional. Position, 10, 20 and 25% extra. Reading notices, body type, 5 cts. a line; not marked, 15 cts. a line; black faced type, 10 cts. a line; first page, 20 cts. a line; 10% discount on 1,000 lines or more. Classified, 1c. per word.

WEST VIRGINIA EDUCATOR—Monthly (1st). Educational. Established 1907. Lovett Printing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 32 pages, 3 columns, length of columns, 9¾ in.; width, 2½ in. Can not use matrices. Forms close 17th of month preceding.

Advertising rates, 1 inch, 1 month, \$1; three months, \$2.50; six months, \$4.50; 12 months, \$8.00; 4 in., \$3.50; \$9.50; \$18 or \$35; one column, \$7.50; \$21; \$41 or \$80 respectively.

CLARKSBURG—Population 9,201. Located on the west fork of Monongahela River and Baltimore & Ohio Railroad. Center of a rich farming district and one of the largest oil fields in the world. Also in the center of the greatest gas belt in the world. Extensive mining of coal carried on in surrounding country. Other industries are zinc and chemical works, tin plate, glass, graphite and carriage factories, or 47 manufacturing establishments in all with an annual payroll of \$5,000,000.00. Bank deposits during 1913, \$10,000,000.00.

TELEGRAM—Every evening except Sunday. Republican. Established 1861. Clarks-

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burg Telegram Co., publishers. Subscription, \$4; sworn detailed average circulation for six months prior to April 1914, 6,316* net paid; 10 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch extra, each insertion. Special position, 2 cts. an inch additional. Reading notices, body type, 5 cts. a count line; black face or 12 pt. type, 7 cts. a count line. Classified, ½ c. per word.

HUNTINGTON—Population 31,161. On Ohio River and 2 railroads. Extensive lumber interests; iron and coal also shipped extensively; industries include the manufacture of cigars, glass, cars and car wheels, iron castings, lumber and pottery products. Annual value of manufactured products, \$6,900,000.

ADVERTISER—Every evening except Sunday. Democratic. Established 1889. J. H. Long, publisher. Subscription, \$5; circulation—not given by publisher; 10 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates on application.

HERALD-DISPATCH—Every morning except Monday. Republican. Established 1890. Huntington Herald Co., publishers. Subscription, \$5; claimed average circulation for 1913 6,500; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates on application.

PARKERSBURG—Population 17,842. On Ohio and Little Kanawha Rivers and 3 railroads. Extensive trade in timber and petroleum. Said to have the largest shovel factory and the largest porcelain plant in the world; industries also include glass factories; boiler and machine shops; foundries and chemical works; oil refineries; barrel and furniture factories and steel mills. Annual value of manufactured products, \$32,500,000.00. Bank deposits, during 1913, \$11,999,896.41.

BAPTIST BANNER—Every Thursday. Baptist. Established 1889. J. W. Mitchell, D. D., publisher. Subscription, \$1.50; sworn average circulation for year, 1913, 5,000*; 24 pages, 2 and 3 columns; length of columns, 10½ in.; width, 3½ and 2½ in., respectively.

Advertising rates, 50 cts. an inch, with discount on 10 in., and upward.

DISPATCH-NEWS—Every morning including SUNDAY. Republican. Established 1897. Parkersburg Publishing Co., publishers. Subscription, \$5; claimed average circulation, for year 1913, daily, 4,000; Sunday, 4,500; daily, 8 to 12 pages; Sunday, 16 to 24 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in.

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Advertising rates, 25 cts. an inch; over 500 in., 12 cts.; over 1,000 in., 10 cts. an inch. Classified, 3 cts. a line.

SENTINEL—Every evening except Sunday. Democratic. Established 1875. Parkersburg Sentinel Co. (Inc.), publishers. Subscription, \$4.50; sworn average circulation for six months prior to April 1914, 4,216* net paid; 8 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, transient, 25 cts. an inch; contract, R. O. P., 12 cts.; in position, 13 and 14 cts. an inch; first page, 50 cts. an inch. Reading notices, 6 cts. a count line; telegraphic, 20 cts. a count line. Classified (15 cts. minimum), 1c. per word. Semi-weekly, display, 8 cts. an inch.

WHEELING—Population 41,641. (Greater Wheeling, including suburbs in 5 cts. trolley zone, 100,000). On Ohio river and three railroads. Principal industries, coal mining and manufacture of iron, steel, tinplate and their products; glass, pottery, enamel ware, cigars, and tobacco; nails, tools, etc. Annual value of products \$30,000,000. 15 banks. Bank clearings for 1913, \$116,411,258.00.

INTELLIGENCER—Every morning except Sunday. Republican. Established 1852. Intelligencer Publishing Co., publishers. Subscription, \$5.20; sworn detailed average circulation for year 1913, 10,637* net; 12 to 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line on 1,000 lines contract; 2,500 lines, 2½ cts.; 4,000 lines, 2 cts.; 5,500 lines, 1¾ cts.; 7,000 lines, or more, 1½ cts. a line. Preferred positions, 10 and 20% extra. Special combination rate with "News," 1,000 line contracts, 5 cts.; 2,500 lines, 4½ cts.; 4,000 lines, 4¼ cts.; 5,500 lines, 4 cts.; 7,000 lines, 3¾ cts. a line. Reading notices, 20 cts. per count line; combination, 30 cts.; telegraphic readers, 30 cts.; combination, 50 cts. a count line. Classified, 1c. per word. Combination, 1½ cts. per word.

NEWS—Every evening except Sunday, and SUNDAY MORNING. Independent. Established 1890. The News Publishing Co., publishers. Subscription, daily, \$5; Sunday, \$1.50; sworn detailed average circulation for year 1913, daily, 13,903* net paid; Sunday, 16,767* net paid; daily, 12 to 24 pages; Sunday, 42 to 50 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3¼ cts. a line on 1,000 line contract; 2,500 lines, 3 cts.; 4,000 lines, 2¾ cts.; 5,500 lines, 2½ cts.; 7,000 lines or more, 2¼ cts. Special combination rates with "Intelligencer." Also for reading notices and classified, see "Intelligencer."

REGISTER—Every morning including SUNDAY. Democratic. Established 1863. The West Virginia Printing Co., publishers. Subscription, daily, \$6; Sunday, \$2.60; sworn

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average circulation for six months prior to October 1913, daily and Sunday, 11,450* net paid; daily, 12 to 16 pages; Sunday, 28 to 36 pages, 7 columns; length of columns, 21 in.; width 2½ in. Can use matrices.

Advertising rates, agate, 7 to 140 lines, within one year, daily, 7 cts. a line; Sunday, 9 cts. a line; next 70 lines, daily, 4 cts. a line; Sunday, 6 cts.; 210 lines, daily, 6 cts; Sunday, 8 cts.; next 140 lines, daily, 3½ cts.; Sunday, 5½ cts.; 350 lines, daily, 5 cts.; Sunday, 7 cts.; next 350 lines, daily, 3 cts.; Sunday, 3 cts.; 700 lines, daily, 4 cts.; Sunday, 5 cts.; next 700 lines, daily, 2 cts.; Sunday, 2 cts.; 1,400 lines, daily, 3 cts.; Sunday, 3½ cts.; next 1,400 lines, daily, 1c.; Sunday, 1½ cts.; 2,800 lines, daily, 2 cts.; Sunday, 2½ cts.; next 1,400 lines, in daily, ½c. a line; 4,200 lines in daily, 1½ cts. a line; preferred position, 15 or 25% extra. Classified, rates on application. Reading notices,

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any edition, first time, 15 cts. a line; 12 cts. a line, each subsequent insertion. Locals, first time, 12 cts. a line; 10 cts. a line each subsequent consecutive insertion; black faced notices, first time, 18 cts. a line; 15 cts. a line subsequent insertions, with discount on 500 lines, and over; publishers, resorts and hotels, 20% off regular display rates; telegraphic readers, 25 cts. a line.

TELEGRAPH—Every evening except Sunday. Independent. Established 1902. C. H. Henderson, publisher. Subscription, \$3; claimed average circulation for year 1913, 7,419; 8 and 12 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, 50 to 100 in., 30 cts. an inch; 100 in., 25 cts.; 300 in., 20 cts.; 500 in. or more, 15 cts. an inch. Position, 25% extra. Classified, 1c. per word. Reading notices, 10 cts. a line.

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APPLETON—Population 16,773. On Fox River, Steamboat connections to Lake Winnebago and Green Bay. 2 railroads. Has excellent water power. Pulp, paper, woolen, flour and planing mills; wire screen, wooden ware, hub, spoke and glove factories; foundry and machine shops; iron, knitting and agricultural implement works. Seat of Lawrence University.

GEGENWART—Semi-Weekly. German-Independent. Established 1889. Gegenwart Company publishers. Subscription, \$2; circulation—not given by publisher: 8 pages, 7 columns, length of columns, 21 in.; width 2½ in. Can not use matrices.

Advertising rates, 75 cts. an inch, per week, with discount for time and space.

MONTAGS-BLATT—Every Monday. German. Independent. Republican. Established 1892 Volksfreund Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 6,500; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ inches.

Advertising rates, 30 cts. an inch; more than 100 in., 25 cts. an inch. Local readers, 10 cts. a count line. Full position, 33% extra. An allowance of 5 cts. an inch on electrotyped matter. Classified, 5 cts. a count line.

VOLKSFREUND—Every Thursday. German. Independent. Republican. Established 1870. Volksfreund Publishing Co., publishers. Subscription, \$1.25; claimed average circulation for year 1913, 6,600; 8 to 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 30 cts. an inch; more than 100 in., 25 cts. an inch. Full position, 33% extra. An allowance of 5 cts. an inch on electrotyped matter. Local readers, 10 cts. a count line. Classified, 5 cts. a count line.

ASHLAND—Population 13,000. On Lake Superior; Milw., St. P. & S. Ste Marie; Chic. & N. W.; Northern Pacific; Chic., St. Paul-Minneapolis & Omaha Railway Systems. Located in prosperous agricultural, lumbering and mining district. Other industries are iron, steel and boiler works; planing and saw mills; blast furnaces; sash and door and cigar factories and machine shops.

LAKE SUPERIOR FARMER—Every Saturday. Agricultural. Established 1913. Bowron-Murray Co., publishers. Subscription, \$1; claimed average circulation for first six months, 1914, 5,322 net paid; 12 pages, 4 columns, length of columns, 13½ in.; width, 2½ in. Can not use matrices.

Advertising rates, agate, 50 cts. an inch.

BELOIT—Population 15,125. Located 84 miles from Milwaukee, on Chicago, Milwaukee and St. Paul and Chicago and North Western Railroads. Industries consist of the largest gas engine plant, as well as the largest wood working machinery plant in the world; paper and hosiery mills; farming implements, iron, scale, wind mill and pump works and is the home of the Warner-Auto-Meter; seat of Beloit College (Congregational). Annual value of the manufactured products, \$12,000,000.00.

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NEWS—Every evening except Sunday. Republican. Established 1888. Daily News Publishing Company, publishers. Subscription, \$5; sworn average circulation for six months prior to April 1914, 4,615* net paid; 8 to 12 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch. Composition, 5 cts. an inch additional; full position 25% extra.

DODGEVILLE—Population 1,791. On Illinois Central and Chicago & Northwestern Railway Systems. Located in a thriving agricultural, stock raising and dairying district, and is a distributing point for said products. Lead and Zinc mines in vicinity. Other industries are agricultural implement and wagon works; creamery; flour and planing mills.

CHRONICLE—Every Friday. Republican. Established 1858. Dodgeville Chronicle (Inc.), publishers. Subscription \$1.20, sworn average circulation for six months ending June, 1914, 4,771*; 8 pages, 7 columns, length of columns 21¾ in.; width, 2½ in.; cannot use matrices.

Advertising rates, 25 cts. an in.; 500 in., within one year 14 cts. an inch; readers, 5 cts. a line; 1,000 lines within one year, 4 cts. a line.

EAU CLAIRE—Population 18,310. On Chipewewa River. 3 railroads. Farming and dairying extensively engaged in; hardwood timber abundant in vicinity; has fine water power. Lumber manufacture a most extensive industry; also has pulp and paper mills, furniture and shoe factories; linen, sulphite mills and foundries. Annual value of manufactured products, \$7,000,000. Bank clearings during 1913, exceeding, 10,000,000.00.

LEADER—Every morning except Monday, including SUNDAY; and TELEGRAM, every evening except Sunday. Republican. Established 1875. Eau Claire Press Co., publishers. Subscription, either edition, \$3; sworn combined average circulation for 1913, 8,962*, either edition; 8 to 16 pages, 7 columns; length of columns, 21 in.; width of columns, 2½ in. Can use matrices.

Advertising rates, 40 cts. an inch; 300 in. used in one year, 35 cts.; 500 in., 33 cts.; 1,000 in., 27 cts. Special position, 15 or 25% extra. Readers, 15 cts. a line. Classified, 1c. per word.

REFORM—Every Tuesday. Norwegian Prohibition. Established 1884. Fremad Publishing Co., publishers. Subscription, \$1; claimed average circulation 1913, 5,562; 8 pages, 7 columns; length columns, 21 in.; width, 2½ in.

Advertising rates, 25 cts. an inch. Readers, 5 cts. a line.

FOND DU LAC—Population 18,817. Located on Lake Winnebago and Fond du Lac river,

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three railway systems, steamboat line and interurban line. Trade center of a large agricultural and dairying district. Manufactures are: refrigerators, top leather for shoes; wagons, sleighs, typewriters, lumber, sash, doors, casting machines, pharmaceutical supplies, overalls, workshirts and boys' rompers, candy, tents, awnings, grass rugs, beer, church furniture, office and bedroom furniture, caskets and burial cases, extension, library and kitchen tables, pressed and common brick, cheese, postal bag racks, lime and crushed stone, ice cream, motor boats, malt, pneumatic tools, work and wooden shoes, paper boxes, paints and enamels, ignition specialties. St. Mary's academy and Grafton Hall schools for girls; St. Agnes Hospital and convent; Convent of the Holy Nativity (Episcopal); division headquarters Soo lines and Chi. & N. W. railway; also shops. Monthly pay roll \$300,000.00. Annual value of manufactured products, \$16,500,000.00. Bank deposits for year 1913, average, \$5,199,469.65.

COMMONWEALTH—Every evening except Sunday. Independent. Established 1852. The P. H. Haber Printing Company, publishers. Subscription \$5; sworn average circulation for five months ending June, 1914, 4,493*; 8 to 16 pages, 7 columns, length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, 15 cts. an inch; next to reading, 17 cts.; full position, 18 cts. an inch. Composition, 5 cts. an inch, additional. Reading notices, run of paper, 6 cts. a line; in news matter, 12 cts. a line. Classified 2 cts. a line.

REPORTER—Every evening except Sunday. Democratic. Established 1883. The Reporter Printing Co., publishers. Subscription, \$5; mail, \$3; sworn average detailed circulation for last six months 1913, 4,034*; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 15 cts. an inch; next to reading, 16½ cts.; full position, 18 cts.; surrounded by reading, 22½ cts. Composition, 5 cts. an inch extra. Reading notices, position, 10 cts. a line; run of paper, 6 cts. a line. Classified, ½c. per word.

TRADE EXTENSION—Monthly, with extra edition Christmas and Easter. Commercial-Civic-Agricultural. Established 1910. Fond du Lac Business Men's Assn., publishers. For free distribution; sworn average circulation for six months ending June, 1914, 13,957; 8 pages, 7 columns, length of columns, 20½ in.; width, 2½ in. Can use matrices. Forms close 10th.

Advertising rates, 50 cts. an inch; full page, \$60; ½ or ¼ page, pro rata.

FT. ATKINSON—Population 3,877. Center of excellent agricultural and tobacco raising section. Dairying most extensively engaged in. Has a number of creameries, foundry

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and machine shops; dairy supplies; barn equipments, furniture and wagon factories. Annual value of manufactured products, \$4,000,000.

HOARD'S DAIRYMAN—Every Friday. Agricultural. Established 1885. W. D. Hoard and Sons Co., publishers. Subscription, \$1; claimed average circulation for 1913, 67,000; 32 to 40 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close Saturday preceding.

Advertising rates, 40 cts. a line, flat.

GREEN BAY—Population 25,236. On Fox River and Green Bay and 3 railways. Has fine harbor and handles extensive shipments of lumber, fish and grain; industries include large saw mills and cooperage works; breweries, cigar and soap factories; paper, flour and planing mills.

GAZETTE—Every evening except Sunday. Republican. Gazette Publishing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, 6,028* net; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2¾ in. Can use matrices.

Advertising rates, 35 cts. an inch, first insertion; 30 cts. each subsequent insertion; on yearly contract, 18 cts. an inch; next to reading, 24 cts.; full position, 30 cts.; 500 in., 14, 18 or 24 cts.; 1,000 lines, 12, 14 or 18 cts. an inch. Composition, 5 cts. an inch, additional. Locals, 10 cts. a line; 1,000 lines or more, 7½ cts. a line. Classified, 3 lines, 3 days, 50 cts.

HAMBURG—Population 900. Two railways. Dairying and lumbering extensively engaged in; has creamery; hub, cheese and cheese box factories. Annual value of manufactured products, \$35,000.

GEFLUEGEL-ZUECHTER—Monthly. German. Agricultural. Established 1888. Der Gefluegel-Zuechter Publishing Co., publishers. Subscription, 75 cts.; claimed average circulation for year 1913, 8,500; 30 pages, 3 columns; length of columns, 10½ in.; width, 2½ in.

Advertising rates, \$1 an inch; 3 times, \$2.50; 6 times, \$4.50; 12 times, \$8.50; 6 in. ordered at one time, \$3.50; 12 in., \$7; 25 in., \$13; 50 in., \$25. Position, 10% extra. Reading notices, 10 cts. a line; 24 lines ordered at one time, \$2. Want ads., 1c. per word; other classified ads, 2 cts. per word.

JANESVILLE—Population 13,894. On Rock River, 2 railways and Interurban line. Distributing center for excellent tobacco growing and stock raising district. Very large trade in draft and coach horses; sugar beets also cultivated extensively; has good water power; industries include farm implement and carriage works; woolen, cotton and flour mills; furniture, porch shades, pen, shears, clothing, harness, hay tools, shoe, cigar box,

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fireless cook stoves, wire fence and knitting factories; breweries. Wisconsin State School for the Blind located here. Annual value of manufactured products, \$10,000,000.00.

GAZETTE—Every evening except Sunday. Republican. Established 1852. Gazette Printing Co., publishers. Subscription, \$6; sworn average circulation for year ending March, 1914, 6,394* net; 10 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2¾ in.

Advertising rates, 40 cts. an inch; 100 in. on yearly contract, 28 cts.; 300 in., 24 cts.; 500 in., 22 cts. an inch. Preferred positions, 15 or 25% extra. Readers (8 point), 15 cts. a line; readers, nonpareil, 10 cts. a line. Classified, 1c. per word.

WISCONSIN DAILY LEAGUE—Established 0000. H. H. Bliss, Secretary. A combination of the following daily papers: Antigo Journal, Appleton Crescent, Beloit Free Press, Chippewa Herald, Eau Claire Leader Telegram, Green Bay Gazette, Janesville Gazette, La Crosse Leader Press, Marinette Eagle Star, Manitowoc Herald, Merrill Herald, Neenah Times, Oshkosh Northwestern, Racine Journal-News, Sheboygan Press, Stoughton Courier-Hub, Wausau Record-Herald, Wisconsin State Journal and Fond du Lac Commonwealth. Circulation—not given by publisher.

Advertising rates, \$5.22 an inch; 100 in., \$3.92; 500 in., \$3.22 an inch. Position, 25% extra. Local readers, \$2.00 a line. Classified, 86 cts. a line.

LA CROSSE—Population 30,417. On Mississippi River. Has five railways and interurban line. Beautiful park system. Industries include carriage and cooperage shops; cigar, cracker, candy, stove, rubber, sash and door factories; plow, farm implement and boiler works; flour and knitting mills; foundry and machine shops; breweries.

ABENDSTERN—Every evening except Sunday. **NORDSTERN**, semi-weekly, Tuesdays and Fridays, and **VOLKSPPOST**, Wednesdays. German Independent. Established 1856. Adolf Candrian, publisher. Subscription, daily, \$3; semi-weekly, \$2; weekly, 75 cts.; circulation—not given by publisher; daily, 4 to 8 pages; semi-weekly and weekly, 8 pages, 7 columns; length of columns, 22 in.; width, 2¾ in.

Advertising rates, daily, 20 cts. an inch each insertion; semi-weekly, 25 cts. an inch; weekly, 70 cts. an inch.

LEADER-PRESS—Every evening except Sunday. Independent. Established 1854. La Crosse Press Co., publishers. Subscription, \$3; sworn average circulation for first six months 1914, 6,993* net paid; 8 to 16 pages, 8 columns; length of columns, 21¾ in.; width, 13 ems pica. Can use matrices.

Advertising rates, 25 cts. an inch; 1,400 lines, on yearly contract, 19 cts. a line. Special positions, 10 or 25% extra. Reading notices, 12 cts. a count line; 500 lines, 10 cts. Classified, 1c. per word.

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LIGHT—Bi-monthly. January, March, May, July, September and November. Social Reform. Established 1898. World's Purity Federation, publishers. Subscription, 50 cts.; circulation—not given by publisher; 66 to 70 pages, 2 columns, length of columns, 7½ in.; width, 2½ in. Can not use matrices. Forms close ten days in Advance.

Advertising rates, \$3.00 an inch; full page, \$35; ½ page, \$18; ¼ page, \$9; ⅛ page, \$5, with discounts on yearly contract.

NORDSTERN—Semi-weekly edition of Abendstern, which see.

OPEN EXHAUST—Monthly (10th). Motor Boating. W. V. Kidder, publisher. Established 1910. Subscription, \$1; claimed average circulation for year ending July, 1914, 7,960; 28 to 60 pages, 3 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Forms close 25th preceding month.

Advertising rates, \$3.25 1 column inch; \$5.85 2 column inch; \$7.15 3 column inch; ½ page, \$5.85; ¼ page, \$9; ⅛ page, \$15.50; ⅓ page, \$26; 1 page, \$45.50, with discounts on 3, 6 and 12 months contracts. Professional cards, \$2 an inch. Special positions, covers and colors on application.

TRIBUNE—Every evening except Sunday. Independent. Established 1904. Frank H. Burgess, Business Manager. Subscription, \$5; sworn average circulation for first six months 1914, 7,597* net; 8 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 21 cts. an inch; full position, 25 cts. Classified, ½ c. a word. Reading notices, 10 cts. per count line.

VOLKSPOST—Weekly edition of Abendstern, which see.

MADISON—Population 25,531. 3 railways, having 9 divisions. Located on isthmus, between two lakes, known as the "City of four lakes," there being 9 miles of water front on three of these lakes. Distributing center for fine agricultural district, and is in heart of richest dairy region in the world. Industries include farm implement factory, foundry and machine shops; gasoline and oil engine and carriage works; beet sugar factory and tobacco warehouses. State Capitol and other state buildings, also University of Wisconsin located here. Annual value of manufactured products, \$7,000,000.00. Bank resources, \$14,712,044.84; deposits during 1913, \$11,725,743.21.

AMERICAN THRESHERMAN—Monthly. Established 1893. B. B. Clarke, publisher. Subscription, \$1; claimed average circulation for year 1913, 53,333; 92 to 100 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Forms close 20th preceding month.

Advertising rates, agate, 40 cts. a line; 500 lines within one year, 38 cts. a line; 1,000 lines, 35 cts.; 2,000 lines, 30 cts. a line.

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AMERIKA—Every Friday. Norwegian. Republican. Established 1884. Amerika Publishing Co., publishers. Subscription, \$1; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in.

Advertising rates, 50 cts. an inch; 13 times or more, 40 cts. an inch. Preferred position, 10% extra. Reading notices, 10 cts. a line.

DEMOCRAT—Every morning except Monday. Democratic. Established 1852. Democrat Publishing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, daily and Sunday, 4,350* net paid; daily, 8 pages; Sunday, 24 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 25 cts. an inch; on yearly contract, 100 in., 23 cts.; 250 in., 20 cts.; 500 or more in., 19 cts.; 750 in., 18 cts.; 1,000 in., 17 cts.; 1,500 in., 16½ cts.; 2,000 in., 16 cts.; 3,000 in. or more, 15 cts. an inch. Reading notices, 10 cts. a line. Classified, ½ c. per word.

EQUITY NEWS—Semi-Monthly (1st and 15th). Economic-Agricultural. Established 1908. Wisconsin State Union. A. S. of E., publishers. Subscription, \$1; claimed average circulation for year 1913, 12,000; 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close three days preceding date of issue.

Advertising rates, 6 cts. a line; 1,000 lines, 5 cts. A discount of 20% on live stock advertising. Reading notices, \$1 an inch. Classified, 1c. per word.

GAS REVIEW—Monthly. Class. Established 1908. B. B. Clarke, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 26,484 net; 100 pages, 2 columns; length of columns, 9 in.; width, 2½ in.

Advertising rates, \$5.40 an inch; 3 times, \$5.01; 6 times, \$4.74; 9 times, \$4.42; 12 times, \$4 an inch, per time; ½ page, \$10.80; ¼ page, \$18.90; ⅛ page, \$35.10; one page, \$67.50.

LA FOLLETT'S MAGAZINE—Every Saturday. Progressive-Republican. Established 1909. The Robert M. LaFollette Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 35,000; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close Monday preceding. Can use matrices.

Advertising rates, agate, 12½ cts. a line; full page, \$75.

WISCONSIN DAILY NEWS—Every morning except Sunday during College year. Educational-Collegiate. Established, 1912. Students of the University of Wisconsin, publishers. Subscription, \$3; circulation—not given by publishers; 8 pages, 7 columns, length of columns, 21 in.; width, 2½ in. Can use matrices.

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Advertising rates, 15 cts. an inch, with discount for time and space. Lift ads taken from Democrat, 10 cts. an inch; from State Journal (matrices), 12 cts. an inch. Readers, 15 cts. a line. Classified, 20 cts. per insertion.

WISCONSIN FARMER—Every Thursday. Live Stock and Agricultural. Established 1848. Jas. M. Pierce, publisher. Subscription, \$1; claimed average circulation for year 1913, 80,000*; 16 to 48 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close Thursday preceding.

Advertising rates, agate, 35 cts. a line; 100 lines within one year, 33 cts.; 250 lines, 31 cts.; 500 lines, 29 cts.; 1,000 lines or more, 27 cts. a line. Reading notices, nonpareil, 50 cts. a count line. Special display rate in combination with Iowa Homestead (Des Moines, Ia.), and Farmer and Stockman (Kansas City, Mo.), \$1.25 a line; Iowa Homestead, 85 cts.; Farmer and Stockman, 68 cts. a line.

See advertisement on page 476.

WISCONSIN JOURNAL OF EDUCATION—Monthly (1st). Educational. Established 1856. The Parker Educational Co., publishers. Subscription, \$1.25; claimed average circulation for year 1913, 5,000; 34 pages, 2 columns; length of columns, 8½ in.; width, 3 in. Cannot use matrices. Forms close 20th of preceding month.

Advertising rates, \$1.50 an inch, with 20% discount on 10 consecutive insertions. Reading notices, 50 cts. a line.

WISCONSIN STATE JOURNAL—Every evening except Sunday, and SUNDAY MORNING. Republican. Established 1853. State Journal Printing Co., publishers. Subscription, \$5; sworn average circulation for six months prior to April, 1914, daily, 10,711* net paid; Sunday, 4,622* net paid; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 3 cts. a line; 1,400 lines, on yearly contract, 2½ cts.; 7,000 lines or more, 2 cts. a line. Position, 10 and 25% extra. Classified, 1c. per word. Reading notices, 2 cts. a count line; 500 or more lines, 15 cts.

MENOMINEE FALLS—Population 919. Located on the Chic. Milw. & St. P. Railroad in the midst of a thriving agricultural district. Enterprises consist of agricultural implement works, beet sugar factory, flour and saw mills and lime works. Annual value of manufactured products, \$800,000.

WISCONSIN SUGAR BEET—Monthly. Agricultural. Established 1900. C. W. Fraser, publisher. Subscription, 50 cts.; claimed average circulation for 1913, 12,600; 16 pages, 3 columns; length of columns, 11 in.; width, 2½ in.

Advertising rates, \$1.50 an inch; three months, \$4; six months, \$7.50; one year, \$12; 2 in., one time, \$2.50; 4 in., \$4.50.

WISCONSIN

MILTON—Population 833. Located on the Chicago, Milwaukee and St. Paul Railroad in a thriving grain growing district. The Burdick Cabinet Co.'s factories are located here. The seat of Milton College (Seventh Day Baptist).

PROFITABLE POULTRY—Monthly (1st). Poultry. Established 1906. Davis Printing Co. (Inc.), publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 4,897 net; 24 pages, 3 columns; length of columns, 9½ in.; width, 2½ in. Cannot use matrices. Forms close 15th of preceding month.

Advertising rates, 6 cts. a line; 250 or more lines, 5 cts. a line.

MILWAUKEE—Population 373,857. On Lake Michigan and 5 railways. Largest city and most important industrial and commercial center in the state. Has fine harbor with a vast shipping trade and is important grain market. It is the largest coal receiving port on the Great Lakes. Wheat, barley, corn, flour, oats and rye, as well as lumber and coal are received and shipped in vast quantities; a manufacturing center of prime importance, the heavy machinery, tanning and brewing interests being especially heavy. Has extensive rolling mills, and manufactures largely boots, shoes, cigars and tobacco, lumber, furniture leather products, tinware, knitted goods and carriages. State Normal School located here. Annual value of manufactured products, \$420,116,266.00. Bank clearings during 1913, \$782,624,435.55.

ACKER UND GARTENBAU ZEITUNG—Every Saturday. German. Agricultural. Established 1869. The Herold Company, publishers. Subscription, \$1; claimed average circulation for year 1913, 45,000*; 16 to 20 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices. Forms close one week in advance. Office, 431-435 Broadway.

Advertising rates, 20 cts. a line. Preferred position, 25% extra. Reading notices, 20 cts. a line. Classified, 4 cts. per word.

AMERICAN JOURNAL OF EDUCATION—Monthly (15th). Educational. Established 1867. S. Y. Gillan & Co., publishers. Subscription, \$1; circulation—not given by publisher; 52 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Forms close 5th of current month. Can use matrices. Office, 404 Jefferson Building.

Advertising rates, \$2 an inch; three months, \$5.50; six months, \$8.50; one year, \$16; 2 in., one time, \$3.50; three months, \$10; one year, \$29; ¼ page, \$6.50; ½ page, \$11; one page, \$19. Reading notices, 40 cts. a line.

AMERICAN SCHOOL BOARD JOURNAL—Monthly. Educational. Established 1891. The Burel Pub. Co., publishers. Subscription, \$1.50; sworn average circulation for year ending May 31, 1914, 10,500; 72 pages, 4 columns; length of columns, 12 in.; width,

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2½ in. Forms close 15th of month preceding. Office, 129 Michigan Street.

Advertising rates, \$3 an inch; discount for time and space.

BROOMS BRUSHES AND HANDLES—Monthly. Trade. Established 1898. H. A. Apple, Business Manager. Subscription, \$1; claimed average circulation for 1913, 3,000; 48 to 64 pages, 2 columns; length of columns, 8 in.; width, 16 ems. Office, Montgomery Building.

Advertising rates, \$2.50 an inch; full page, \$40; ½ page, \$20; ¼ page, \$10; ⅛ page, \$5, with discounts on yearly contracts.

BUTTER, CHEESE AND EGG JOURNAL—Every Friday. Butter, Cheese, Eggs and Poultry industries. Established 1910. H. P. Olsen, publisher. Subscription, \$1; claimed average circulation for 1913, 4,500; 32 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices.

Advertising rates, \$1.50 an inch; full page, \$20; ½ page, \$10; ¼ page, \$5.50; ⅛ page, \$3.35, with discount of 10, 15 or 25% on 3, 6 or 12 months contract.

CATHOLIC CITIZEN—Every Saturday. English Catholic. Established 1871. Citizen Company, publishers. Subscription, \$2; claimed average circulation for year ending June, 1914, 24,906; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Wisconsin Building.

Advertising rates, \$1.50 an inch; 4 times, \$5; 13 times, \$13; 26 times, \$25; 36 times, \$32; 52 times, \$48; E. O. W., ⅔ above rates. Open space, 100 in., \$1.15 an inch; 250 in., 90 cts.; 500 in., or more, 75 cts. an inch. Preferred position, extra. Reading notices, 40 cts. a line, with discount on 100 lines and over.

CATHOLIC SCHOOL JOURNAL—Monthly (15th), except July and August. Educational. Established 1901. Catholic School Journal Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,000; 36 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 20th preceding month. Office, Wisconsin Bldg.

Advertising rates, \$1.25 an inch; on contract of 30 in. or more, \$1 an inch.

COLUMBIA—Every Thursday. German. Catholic. Established 1871. Columbia Publishing Co., publishers. Subscription, \$2; claimed average circulation for six months ending March 31, 1914, 8,632; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 35 Martin Street.

Advertising rates, 60 cts. an inch; one inch, one month, \$2.50; three months, \$7; six months, \$12.50; one year, \$20. Business notices, 7½ cts. per agate line.

DEUTSCHE HAUSFRAU—Monthly. German. Family. Established 1904. Hausfrau Publishing Co., publishers. Subscription, \$1;

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claimed average circulation for year 1913, 55,000; 52 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Forms close 25th second preceding month.

Advertising rates, 30 cts. a line; preferred position, 25% extra. Discount, ¼ page and over, 10%. Reading notices, 50 cts. a line.

DEUTSCHE WARTE—Every Wednesday. German. Independent. Established 1874. Germania Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 22,000; 8 and 10 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, Germania Building.

Advertising rates, agate, 8 cts. a line, flat. Reading notices, brevier, 50 cts. a line. Classified, 2 cts. a word.

See advertisement on page 492.

DOMACNOST—Every Wednesday. Bohemian. Republican. Established 1880. Ant. Novak, publisher. Subscription, \$2.50; claimed average circulation for year 1913, 10,270; 24 pages, 4 columns; length of columns, 14 in.; width, 2¼ in. Office, Montgomery Bldg.

Advertising rates, 50 cts. an inch; 2 in., 80 cts.; 4 in., \$1.50; 8 in., \$2.50; 100 in. or more, on yearly contract, 25 cts. an inch; three months, \$4; six months, \$6; one year, \$10. Reading notices, 10 cts. a line.

EXCAVATING ENGINEER—Monthly (1st). Excavating-Technical. Established 1905. Excavating Engineering Publishing Co., publishers. Subscription, \$1; detailed average circulation, 9,849*; 40 pages, 2 columns, length of columns, 8½ in.; width, 3½ in. Can not use matrices. Forms close 30th of month preceding. Office, 267 National Avenue.

Advertising rates upon application.

EXCELSIOR—Every Thursday. German. Roman Catholic. Established 1883. Excelsior Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, 7,013; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 379 Jefferson Street.

Advertising rates, agate, 3 cts. a line.

FREE PRESS—Every morning including SUNDAY. Independent Republican. Established 1901. Milwaukee Free Press Co., publishers. Subscription, daily and Sunday, \$5; sworn average circulation for six months ending March 31, 1914, as per report made to postoffice department, daily, 39,422* net; Sunday, 31,163* net; daily, 10 to 14 pages, Sunday, 48 to 52 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line, flat. Position, 15 and 25% extra. Classified, 1c. per word. Reading notices, minion, 50 cts. a count line; agate, 35 cts. a line.

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GERMANIA-HEROLD—Every morning and evening except Sunday. **SONNTAGS-POST**, Sundays, and **WEEKLY GERMANIA**, Tuesdays. German. Independent. Established 1873. Germania-Herold Association, publishers. Subscription, daily and Sunday, \$4; weekly, \$1; sworn average circulation for 1913, 30,148* net paid; weekly, 108,166; Sunday, 31,000; daily, 10 to 16 pages; Sunday, 32 to 40 pages; weekly, 8 to 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Office, Germania Building.

Advertising rates, morning and evening editions, agate, 7 cts. a line; classified, 2c. a word. Reading notices, brevier, 25 cts. a count line; long primer, 35 cts. a line. Weekly, display, 25 cts. an agate line. Reading notices, nonpareil, 45 cts. a line; brevier, 60 cts. a line; Sunday, display, 8 cts. a line; if used in conjunction with daily Germania-Herold, 7 cts. a line. Reading notices, double price of daily. Classified, 2 cts. per word.

See advertisement on page 492.

HAUS UND BAUERNFREUND—Every Friday. German. Agricultural and Industrial. Established 1874. Germania Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 103,577; 12 to 20 pages, 4 columns; length of columns, 15 in.; width, 2½ in. Can use matrices. Office, Germania Building.

Advertising rates, agate, 25 cts. a line, flat. Reading notices, nonpareil, 45 cts.; brevier, 60 cts. a count line. Classified, 5 cts. per word.

See advertisement on page 492.

INDUSTRIAL-ARTS MAGAZINE—Monthly (15th). For teachers of Industrial Arts. Established 1914. The Bruce Publishing Co., publishers. Subscription, \$1.50. Circulation not given by publisher; 40 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Forms close 30th of month preceding. Office, 129 Michigan St., Milwaukee, Wis.

Advertising rates, \$4.80 an inch, with discount for time and space.

JOURNAL—Every evening and Sunday morning. Independent. Established 1882. The Journal Co., publishers. Subscription, \$2.50; sworn average circulation for six months prior to April 1914, daily, 76,060* net paid; Sunday, 47,036* net paid; 10 to 24 pages, 8 columns; length of columns, 21 3/4 in.; width, 2½ in. Can use matrices. Office, Journal Bldg.

Advertising rates, agate, 9 cts. a line; in position, 11 cts. a line, flat. Double column advertisements must be at least 28 lines deep. Classified, 8 cts. a line.

We are here to give you a **SERVICE** beyond the capacities of your office—to show in many ways how every cent of your advertising appropriation can be made to "pay out."

WISCONSIN

KURVER POLSKI—Every evening, except Sunday. Polish. Republican. Established 1888. Kurver Publishing Co., publishers. Subscription, \$3; claimed circulation for year 1913, 23,456; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, corner Broadway and Mason Streets.

Advertising rates, one insertion, 84 cts. an inch; 2 in., \$1.40; 3 in., \$1.68; 4 in., \$2.; each additional inch, 50 cts.; 100 in., within one year, 50 cts. an inch; 300 in., 48 cts.; 500 in., 46 cts.; 750 in., 44 cts.; 1,000 in., or more, 42 cts. an inch; preferred position, 25% extra. Reading notices, 15 cts. a line. Classified, 5 cts. a line; minimum space, 5 lines.

KURVER GAZETA WISCONSINSKA—Every Thursday. Polish. Agricultural. Established 1892. Kurver Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 19,278. Can use matrices. Office, 435 Broadway.

Advertising rates, 84 cts. an inch; 2 in., \$1.40; 3 in., \$1.68; 4 in., \$2.; each following in., 42 cts.; 100 in. within one year, 42 cts. an inch; 300 in., 38 cts.; 500 in., 36 cts.; 750 in., 34 cts.; 1,000 in., or more 32 cts. an inch. Preferred position, 25% extra. Reading notices, 10 cts. a line. Classified, 5 cts. a line.

LANDMANN—Every Saturday. German. Agricultural. Established 1902. Excelsior Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 10,630; 8 pages, 5 columns; length of columns, 15½ in.; width, 2½ in. Can use matrices. Office, 379 Jefferson Street.

Advertising rates, agate, 4 cts. a line.

LEADER—Every evening except Sunday. Social Democratic. Established 1911. Milwaukee Social Democratic Publishing Co., publishers. Subscription, \$4.80; sworn average circulation for year ending March 31, 1914, 38,134* net paid; 12 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 7 cts. a line; 5,000 lines or more, on yearly contract, 6 cts. Preferred position, 1 ct. per line extra. Reading notices, 25 cts. a count line; heading counts double. Classified, 1c. per word.

See advertisement on page 460.

LIVING CHURCH—See Chicago, Ill.

MASONIC TIDINGS—Monthly (10th). Fraternal. Established 1885. Ralph E. Perry, publisher. Subscription, \$1; claimed circulation for year 1913, exceeding 7,000; 16 pages, 3 columns; length of columns, 10 in.; width, 3½ in.

Advertising rates, \$1 an inch, with discounts for space.

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MILK DEALER—Monthly (1st). Milk Trade. Established 1911. H. P. Olsen, publisher. Subscription, \$1; claimed average circulation for year 1913, 8,000; 36 to 40 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 15th of preceding month.

Advertising rates, \$2.50 an inch; full page, \$50; ½, ¼ or ⅓ pages, pro rata. Discount of 5, 10 or 20% on 3, 6 or 12 months contract.

NEWS—Every evening except Sunday. Democratic. Established 1886. News Publishing Co., publishers. Subscription, \$3; sworn average circulation for nine months ending April 1914, 28,819* net paid; 10 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 219 West Water Street.

Advertising rates, agate, 9 cts. a line; under 1,000 lines, on yearly contracts, 8 cts.; 2,500 lines, 7 cts.; 5,000 lines, 6 cts.; under 10,000 lines, 5 cts.; 10,000 lines or more, 4½ cts. a line. Position, 10 and 25% extra. Classified, 1c. per word. Reading notices, 1,000 lines or more, 25 cts. a line; telegraphic readers, 50 cts. a line.

NOWINY POLSKIE—Every evening except Sunday, and **TYGODNIK POLSKI** every Thursday. Polish-Democratic. Established 1906. Nowiny Publishing Co., publishers. Subscription daily, \$3; weekly, \$1.50; claimed average circulation for six months ending June 1914, daily, 10,300; weekly, 5,000; 6 to 10 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 618 Mitchell Street.

Advertising rates, daily or weekly, 50 cts. an inch, 100 in., on yearly contract, 45 cts.; 200 in., 40 cts.; 500 in., 35 cts.; 1,000 in., 30 cts.; 2,000 in., 28 cts.; 3,000 in., 26 cts.; 4,000 in., 24 cts.; 5,000 in., 22 cts. an inch.

OUR YOUNG PEOPLE—Monthly. Catholic. Established 1892. The Young People Co., publishers. Subscription, \$1; claimed circulation for year 1913, 11,500; 36 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Office, 417-25 Seventh Street.

Advertising rates, nonpareil, 25 cts. a line; \$2 an inch; 2 in., \$3.75; 4 in., \$5; 8 in., \$8; 16 in., \$15.

OUTERS' BOOK—Monthly. Sporting. Established 1901. The Sportsman Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 53,000; 112 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 10th preceding month. Office, Hathaway Building.

Advertising rates, agate, 35 cts. a line; full page, \$72; ½, ¼ and ⅓ pages, pro rata. Discount, 5 and 10% on 6 and 12 months, respectively; 3 pages or more, within one year, 10% discount.

PROGRESSIVE—Monthly (1st). Trapping and fur trade. Established 1912. Herman

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Reel Publisher. Subscription 25 cts.; claimed average circulation for year 1913, 19,621; 16 to 20 pages, 3 columns, length of columns, 8¾ in.; width, 2¼ in. Can use matrices. Forms close 20th of month preceding. Office, 314 Broadway.

Advertising rates 15 cts. a line, flat. Classified 2 cts. per word.

See advertisement on page 512.

RUNDSCHAU—Every Wednesday. German. Independent. Established 1879. Germania Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for 1913, 25,000; 8 and 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Germania Building.

Advertising rates, 10 cts. a line.

See advertisement on page 492.

SEE-BOTE—Every Wednesday. German. Independent. Democratic. Established 1851. Columbia Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 7,313; 8 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 35 Martin Street.

Advertising rates, 40 cts. an inch; one month, \$2; three months, \$5; six months, \$8; one year, \$15. Business notices, 5 cts. an agate line.

SENTINEL—Every morning including SUNDAY, and every evening except Sunday. Republican. Established 1837. Sentinel Co., publishers. Subscription, morning, \$6; evening, \$3; morning and Sunday, \$7.80; sworn detailed average circulation for six months prior to April 1914, daily, (morning and evening), 53,367* net paid; Sunday, 58,226* net paid; daily, 10 to 16 pages; Sunday, 44 to 66 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 89-93 Mason Street.

Advertising rates, daily, (morning and evening), agate, 10 cts. a line; 500 lines, 9 cts.; 1,000 lines, 8 cts.; 2,000 lines, 7 cts.; 5,000 lines, 6 cts.; 7,000 lines or more, 5 cts. a line. Sunday, display, 15 cts. a line; 500 lines, 12 cts.; 1,500 lines, 11 cts.; 3,000 lines or more, 10 cts. a line. Strictly mail order advertising, daily, 6 cts. a line; Sunday, 10 cts. Double column advertisements must be at least 2 in. deep; preferred position, 1½ and 25% extra. Special rates for hotels, resorts and educational advertising, morning and evening, 8 cts. a line; Sunday, 12 cts. a line, with discount for time. Special poultry page, in Sunday issue, 10 cts. a line, flat. Classified, in both daily editions, 7 cts. a count line; Sunday, 10 cts. a count line. Personals or medical, daily or Sunday, 10 cts. a line. Reading notices, daily, 50 cts. a line; Sunday, 75 cts., with discount on 100 lines and over; locals, nonpareil or agate, morning and evening, 25 cts. a line; Sunday, 35 cts., with discount on 500 lines and over.

SONNTAGSBOTE—Every Sunday. German. Independent. Established 1851. Columbia Publishing Co., publishers. Subscription, \$2;

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claimed average circulation for year 1913, 8,317; 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, 85 Martin Street.

Advertising rates, 60 cts. an inch, with discount on 3 months or longer.

SONNTAGS-POST—Sunday edition of Germania-Herold, which see.

VORWARTS—Every Saturday. German-Social Democrat. Established 1881. Milwaukee Social Democrat Publishing Co., publishers. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Cor., 6th and Chestnut Streets.

Advertising rates, agate, 3 cts. a line; 3,000 lines, on yearly contract, 2½ cts. a line.

WESTERN TEACHER—Monthly (15th), except July and August. Educational. Established 1892. S. Y. Gillan & Co., publishers. Subscription, \$1; circulation—not given by publisher; 52 pages, 2 columns; length of columns, 8½ in.; width, 2½ in. Can use matrices. Forms close 5th of current month.

Advertising rates, 1 inch, one month, \$2; three months, \$5.50; five months, \$8.50; ten months (one year), \$16. Reading notices, 40 cts. per agate line. Special positions, ½ extra.

WISCONSIN—Every evening except Sunday. Established 1847. The Evening Wisconsin Co., publishers. Subscription, \$3; sworn average circulation for six months prior to April, 1914, 39,938* net paid; 12 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 8 cts. a line; 500 lines, 7½ cts.; 1,000 lines, 7 cts.; 2,000 lines, 6½ cts.; 5,000 lines, 6 cts.; 10,000 lines, 5½ cts.; 14,000 lines or more, 5 cts. a line. Preferred position, 10 and 25% extra. Classified, 7 cts. a line. Reading notices, 35 cts. a line; 500 lines, 30 cts.; 1,000 lines, or more, 25 cts. a line; telegraphic readers, 75 cts. a line.

WISCONSIN MOTORIST—Monthly (5th). Motoring. Established 1909. Wisconsin Motorist (Inc.), publishers. Subscription, \$1; claimed average circulation for 1913, 5,000; 64 to 100 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 25th of month preceding. Cannot use matrices. Office, Montgomery Building.

Advertising rates, full page, \$40; 3 times, \$35; 6 times, \$30; 12 times, \$25 each insertion; ½, ¼ or ⅓ page, pro rata.

YOUNG CHURCHMAN—Every Sunday. Episcopal. Young People. Established 1870. The Young Churchman Co., publishers. Subscription, 80 cts.; claimed average circulation, for 1913, 44,703; 16 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Can use matrices. Forms close 12 days in advance. Office, 484 Milwaukee Street.

Advertising rates, agate, 25 cts. a line; ¼ page, \$7; one page, \$50; ¼ and ½ pages, pro rata. Discount, 10% on three months, or 500

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lines; 20% on six months, or 1,000 lines; 40% on one year, or 2,000 lines. Special rate for publishers and schools, 15 cts. a line. Classified, 3 cts. per word.

NEENAH—Population 5,734. Located on Fox River, at its source in Lake Winnebago, and three railroad systems; chief industries being paper and flour mills, plow works, stove foundries and machine shops; also noted as a wholesale cheese center; \$1,500,000 was paid to farmers for that product during the year 1913. Home office of Equitable Fraternal Union, having a membership of 33,000, is located here. Bank deposits for year 1913, \$2,500,000.

FRIEND AND GUIDE—Monthly (1st). Official publication of the Equitable Fraternal Union. Established 1897. D. W. Dunham, editor. Subscription, 50 cts.; sworn average circulation for year 1913, 31,817* net; 8 to 16 pages, 4 columns; length of columns, 13¼ in.; width of columns, 2½ in. Forms close 12th of preceding month.

Advertising rates, agate, 15 cts. a line; inside page, \$100; outside page, \$125. Reading notices, 25 cts. a line.

OSHKOSH—Population 33,062. On Fox River and Lake Winnebago and C. & N. W., C. M. & St. P., and Soo Railways, and is the center of Interurban lines, having an hourly service connecting Fond du Lac, Omro, Neenah, Menasha, Appleton, Depere and Green Bay. Noted as a summer resort. Greatest sash and door center in the world. Industries also include saw mills, foundry and machine shops; trunk factories; vinegar works; mill machinery; planing mills, coffin, horse-shoe, furniture, grass-carpet, and match factories and breweries. Annual value of manufactured products, \$12,000,000. Bank deposits during year 1913, \$18,000,000.00. Annual Post Office receipts, \$120,000.00. Annual Railroad receipts, \$2,000,000.00.

NORTHWESTERN—Every evening except Sunday. Republican. Established 1868. The Hicks Printing Co., publishers. Subscription, \$3; sworn average circulation for year 1913, 11,276* net paid; 8 to 32 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 100 in. within one year, 35 cts.; 500 in., 32 cts.; 1,000 in., 30 cts.; full position, 60, 40, 37 or 34 cts. an inch respectively. Reading notices (pure reading), 20 cts. a line; city items, 15 cts. Classified, 5 lines or less, 3 times, 50 cts.

RACINE—Population 38,002. On Lake Michigan, 2 railways and two interurban lines. Extensive shipping interests, more particularly in coal and lumber; other industries include the manufacture of threshing machines, automobiles, wagons, plows, rugs, springs, malted milk, incubators, woolen goods, iron castings, boilers, hardware, soap, overalls and shoes, or a total of 200 factories, making over 250 various prod-

WISCONSIN

ucts and employing 14,500 persons. Racine College located here. Annual value of manufactured products, \$50,000,000.00. Annual payrolls, estimated, \$3,500,000.00. Has four Banks with capital and surplus of over \$1,725,000.00.

JOURNAL-NEWS—Every evening except Sunday. Republican. Established 1881. F. W. Starbuck, publisher. Subscription, \$4.75; sworn detailed average circulation for year ending March 31, 1914, 6,633*; 12 to 16 pages, 7 columns; length of columns, 19½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 35 cts. per inch; 100 in., 25 cts.; 250 in., 22 cts.; 500 in., 20 cts.; position, 25% extra. Reading notices, 7 point Roman, 15 cts. a line; 6 point, nonpareil, 7 cts. a line. Classified, 1c. per word.

NORDEN—Monthly. Norwegian. Danish. Independent. Family. Established 1903. Ivar Kirkegaard, publisher. Subscription, \$1.25; claimed average circulation for year 1913, 14,196; 32 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Can use matrices. Forms close 2d of current month.

Advertising rates, agate, 10 cts. a line; 5% discount on 6 months contract, or longer; 500 lines, within one year, 9 cts. a line; 1,000 lines, 8 cts. a line. Page rate (one color), one time, \$50; back cover \$60; two colors, \$70.

TIMES—Every evening except Sunday. Independent Republican. Established 1884. Times Company, publishers. Subscription, \$4; sworn average circulation for 1913, 7,160*; 7 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates, 2 cts. a line; 2,800 lines, 1½ cts. a line. Full position, 25% extra. Classified, 5 cts. a line, flat.

WISCONSIN AGRICULTURIST—Every Thursday. Agricultural. Established 1877. Wisconsin Agriculturist Publishing Co., publishers. Subscription, 75 cts.; sworn detailed average circulation for year 1913, 67,544*; 16 to 40 pages, 4 columns; length of columns, 14 in.; width, 2½ in.

Advertising rates, agate, 30 cts. a line, flat. Reading notices, nonpareil, 50 cts.; brevier, 60 cts. a line. Classified, 2 cts. per word

STEVENS POINT—Population 8,692. 2 rail ways. Division of Soo Railroad. Has extensive lumber interests and considerable industry also in fisheries; has foundry and machine shops; flour, feed, paper, saw, planing and shingle mills; box, picture backing, sash, door, automatic cradle and furniture factories.

GWIAZDA POLARNA—Every Saturday. Polish. Non-Partisan. Established 1908. J. Warzalla's Sons, publishers. Subscription, \$2; claimed average circulation for 1913, 32,000; 16 pages, 7 columns; length of columns, 21 inches.

Advertising rates, \$1.50 an inch; on yearly contract, \$1.20 an inch. In combination with

WISCONSIN

Rolnik, \$1.70; on contract, \$1.40 an inch. Classified notices, 3 cts. per word; combination, 4 cts. per word.

ROLNIK—Every Friday. Polish. Non-partisan. Established 1892. J. Warzalla's Sons, publishers. Subscription, \$1.50; claimed average circulation for 1913, exceeding 12,000; 12 pages, 7 columns; length of columns, 21 inches.

Advertising rates, 50 cts. an inch; on yearly contract, 40 cts. an inch. For combination rates, see Gwiadza Polarna. Classified notices, 1½ cts. per word.

SUPERIOR—Population 40,384. On Lake Superior and 5 railroads. Very large shipping trade in iron and iron ore, coal, lumber and wheat; most extensive grain elevators; docks for coal, ore and merchandise and dry docks; has fine water power; also ship yards; brick yards; iron works; saw and planing mills.

SVENSKA AMERIKANSKA TRIBUNEN—Every Friday. Swedish. Republican. Interstate Swedish Publishing and Printing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 16,085; 12 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 62 cts. an inch. For combination rate with Duluth, Minn., Posten, see Posten, Duluth, Minn.

TELEGRAM—Every evening except Sunday. Republican. Established 1889. Evening Telegram Co., publishers. Subscription, \$4.20; sworn average circulation for six months prior to October, 1913, 12,821* net paid; 10 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 35 cts. an inch; 500 in. or more, 32 cts. an inch. Preferred position, 10 and 15% extra. Classified, 3 lines, 3 times, 25 cts. Local notices, 15 cts. a line; telegraphic readers, 25 cts. a line.

WATERTOWN—Population 8,829. Located 44 miles from Milwaukee on Chicago & Northwestern and the Chicago, Milwaukee & St. Paul R. R. In a rich agricultural region and is surrounded by a great cheese and butter producing country. Imported horses are dealt in quite extensively. Other industries are creamery, milk condenseries; bottling, brush, novelty, boiler and engine works; table, slide, gas fixtures, automatic cashier, shoe, paper box and bee hive factories. Northwestern University (Lutheran) and Sacred Heart College are located here.

FARMER'S VETERINARY ADVISOR—Monthly (15th). Veterinary-Agricultural. Established 1910. A. H. Hartwig, editor and publisher. Subscription, 50 cts.; claimed average circulation for 1913, exceeding 12,000; 10 to 16 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 8th.

Advertising rates, 12 cts. a line; 280 lines on yearly contract, 8 cts. a line.

WYOMING

CHEYENNE—Population 11,320. Capital City and Seat of Federal officers. Fort D. A. Russell, the largest exclusive Military Post in the United States. Adjoining 4 railways. Distributing center for stock raising and dry farming center; coal and iron and copper found in vicinity; industries include meat packing house, planing and flour mills, pressed brick, bottling and concrete block works; plaster board, harness and saddles, wagon, jewelry, candy and trunk factories and creamery. Annual value of manufactured products, \$2,300,000.00.

STATE LEADER—Every morning except Monday. Democratic. Established 1867. Leader Publishing Co. (Inc.), publishers. Subscription \$6; claimed average circulation for 1913, daily, 5,490 net; Sunday, 5,831 net paid; 8 to 22 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 35 cts. an inch; over 200 in., 28 cts. a line; preferred position, 10 and 25% extra. Reading notices, brevier, 10 cts. a line. Classified, 1c. a word, first insertion; ½c. each subsequent consecutive insertion.

WYOMING STOCKMAN-FARMER—Monthly (5th). Agricultural. Established 1895. Tribune Publishing Co., publishers. Subscription, 50 cts.; sworn detailed average circulation for ten months prior to July, 1914, 24,527* net paid; 16 to 20 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Can use matrices. Forms close last day of month preceding.

Advertising rates, agate, 10 cts. flat, a line. Readers, 25 cts. a count line. Classified, 3 cts. per word.

WYOMING TRIBUNE—Every evening except Sunday. Republican and SEMI-WEEKLY, Tuesday and Friday. Established 1894. Tribune Publishing Co., publishers. Subscription, daily, \$6; semi-weekly, \$2; sworn average circulation for six months prior to April, 1914, daily, 5,420* net paid; semi-weekly, 4,600* net paid; daily or semi-weekly, 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or semi-weekly, 30 cts. an inch; open space to be used within one year, 50 in., 25 cts. an inch; 100 in., 23 cts.; 250 in., 21 cts.; 500 in., 20 cts.; position, 25% extra. Reading notices, brevier, 10 cts. a line. Classified, 1c. per word.

DOMINION OF CANADA ALBERTA (N. W. T.)

CALGARY—Population 75,000. Situated at the confluence of the Bow and Elbow Rivers and is served by Canadian Pacific, Canadian Northern and Grand Trunk Pacific Railways; 840 miles west of Winnipeg, 642 miles east of Vancouver; Junction points for Edmonton and Northern points; for Macleod and Southern points, and for Golden B. C. and Western Points, making it the center of the opening of that new and vast country which is annually attracting settlers in large numbers. Chief industries—farming, ranching and manufactories of ale, beer, and temperance drinks, biscuits, breakfast foods, rolled oats, cement and cement blocks, rough and finished lumber, beds and mattresses, show cases, saddlery, tents, cigars, meat products, soap and wagons. Bank clearings, 1913, \$247,882,928.00; building permits, 1913, \$8,274,153.00.

ALBERTAN—Every morning except Sunday, and WEEKLY (Friday). Liberal. Established 1885. The Albertan Publishing Co.

(Ltd.), publishers. Subscription, daily, \$3; weekly, \$1; claimed average circulation for 1913, daily, 15,000; weekly, 5,500; daily, 16 to 24 pages; weekly, 12 pages; daily and weekly, 8 columns; length of columns, 23 in.; width, 2½ in. Can use matrices.

Advertising rates, 5 cts. a line; on contract, 4 cts. a line. Readers, double display. Classified, 1c. per word.

BUILDING WORLD—Monthly (10th). Architecture. Established 1913. Consolidated Press, Ltd., publishers. Subscription, \$1; claimed average circulation for year ending June, 1914, 3,000; 36 pages, 2 columns; length of columns, 9½ in.; width, 3½ in. Cannot use matrices. Forms close 5 days in advance.

Advertising rates, \$1.25 an inch; full page, \$30; ½ page, \$20; ¼ page, \$10, with discount on six or twelve months contract. Extra color, \$10 additional for full or any part of page.

See advertisement on page 438.

ALBERTA (N. W. T.)

COMMERCIAL REVIEW—Semi-monthly (1st and 15th). Trade. Established 1910. Western Canada Pub. Co., Ltd., publishers. Subscription, \$1.50; claimed average circulation for year ending June, 1914, 3,000; 32 to 56 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close five days in advance.

Advertising rates, \$1.25 an inch; full page, \$30; ½ page, \$16.50; ¼ page, \$9, with discount on 6 or 12 months contract. Extra color, \$10 additional for all or any part of page.

See advertisement on page 448.

DEUTSCH CANADIER—Every Thursday. German. Independent. Agricultural. Established 1908. Sun Printing and Publishing Co., (Ltd.), publishers. Subscription, \$1; guaranteed average circulation for 1914-15, 5,500; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; 1,000 or more lines, within one year, 2 cts. a line.

See advertisement on page 474.

FARM AND RANCH REVIEW—Semi-Monthly (5th and 20th). Agricultural. Established 1905. Subscription, \$1; claimed average circulation for year 1913, 21,000; 40 to 84 pages, 4 columns; length of columns, 12½ in.; width, 2⅞ in. Forms close 1st and 15th of each month preceding date of issue. Cannot use matrices.

Advertising rates, agate, 12 cts. a line.

HERALD—Every evening except Sunday, and WEEKLY, Thursday. Independent. Established 1883. Herald Publishing Co. (Ltd.), publishers. Subscription, \$4; sworn detailed average circulation for year ending April, 1914, 19,235 net; weekly, for year 1913, 6,725* net; 20 to 40 pages, 8 columns; length of columns, 22½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily, 6 cts. a line; on contract for one month or more, 5 cts. a line. Full position, 25% extra. Reading notices, double display rate. Classified, 8 cts. a count line.

See advertisement on page 462.

NEWS TELEGRAM—Every evening except Sunday. Independent. Established 1907. News Telegram Publishing Co. (Ltd.), publishers. Subscription, \$3; claimed average circulation for year 1913, 14,084 net; 16 to 36 pages, 7 columns; length of columns, 20 in.; width, 2½. Can use matrices.

Advertising rates, 3 cts. a line, flat. Preferred position, 25 or 33½% extra. Reading notices, 6 cts. a line, flat. Classified, 1c. per word.

SUNDAY SUN—Every Saturday evening. Independent. Established May 16, 1914. Sun Printing and Publishing Co. (Ltd.), publishers. Subscription, \$2; claimed average

ALBERTA (N. W. T.)

circulation for first three months of existence, 5,000; 8 to 20 pages, 7 columns; length of columns, 21½ in.; width 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; on contract for 1,000 lines or more, 2 cts. a line.

See advertisement on page 474.

WESTERN STANDARD—Every Saturday. Independent. Established 1911. Western Standard Publishing Co. (Ltd.), publishers. Subscription, \$2; claimed average circulation for year 1913, 15,000; 16 to 30 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 109 Sixth Avenue.

Advertising rates upon application.

See advertisement on page 514.

EDMONTON—Population 71,000. On Saskatchewan River and 3 railways. Distributing point for the fur trade interests of the extreme Northwest and largest market in the world in raw furs; fine agricultural section; coal and minerals also abundant in district. Bank clearings during 1913, \$213,053,318.00.

ALBERTA HEROLD—Every Wednesday. German. Agricultural. Established 1903. Alberta Herold Publishing Co. (Ltd.), publishers. Subscription, \$1; sworn average circulation for year ending April, 1914, 4,937*; 10 and 12 pages, 7 columns; length of columns, 20 in.; width, 13½ ems.

Advertising rates, 28 cts. per inch; 100 in., 24 cts.; 500 in., 21 cts. an inch. Reading notices, 10 cts. a line.

BULLETIN—Every morning and evening except Sunday and SEMI-WEEKLY, Monday and Thursday. Independent-Liberal. Established 1880. Bulletin Co. (Ltd.), publishers. Subscription, morning, \$5; evening, \$4; semi-weekly, \$1; claimed average circulation for 1913, daily (morning and evening editions), 13,000; semi-weekly, 5,000; 8 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, daily (morning and evening editions), 3½ cts. a line; without resetting or for electrotyped matter, 2½ cts. Semi-weekly, 25 cts. an inch, flat.

CAPITAL—Every evening except Sunday. Independent. Established 1909. Capital Printing and Publishing Co., publishers. Subscription, \$4; sworn detailed average circulation for first six months 1914, 11,057* net; 12 to 24 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line, flat. Special position, 15 and 25% extra. Reading matter, 10 cts. a line. Specified page, 15 cts. a line. Classified, 1c. per word.

JOURNAL—Every evening except Sunday. Conservative. Established 1903. The Canadian Newspapers (Ltd.), publishers. Subscrip-

ALBERTA (N. W. T.)

tion. \$4; sworn detailed average circulation for first six months 1914, 16,830; 16 to 40 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, agate, 4 cts. a line, flat; position, 25% extra. Reading notices, 8 cts. a line. Condensed ads, 1c. per word.

LEITHBRIDGE—Population 10,000. Situated on the Crow's Nest Division of the Can. Pac. Railroad system (4 branches) in the finest grain growing and farming country in the world, being the home of the "Alberta Red" wheat. In the center of the greatest producing coal field west of the great lakes; the monthly pay roll from this

ALBERTA (N. W. T.)

source alone is over \$750,000.00. Other industries are iron works and foundries; flour and wood working mills, brick yards and brewery. Bank clearings during 1913, \$28,893,880.85.

HERALD—Every evening except Sunday. Liberal. Established 1907. W. A. Buchanan, editor and publisher. Subscription, \$4; sworn average circulation for six months ending April, 1914, 5,730* net paid; 12 to 16 pages, 7 columns; length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, 25 cts. an inch, flat. Position, 25% extra. Reading matter, news style, double display, without cut off rule, 5 cts. a count line.

BRITISH COLUMBIA

VANCOUVER—Population 100,333. Near Pacific Ocean and 2 railways. Has fine harbor with direct steamship lines to all domestic, Pacific Coast and Puget Sound ports as well as to the Orient, Australia and Hawaii. Has extensive shipping interests and is a most important manufacturing center; its industries also include salmon fishing, lumbering and canning; mining and sugar refinery. Bank clearings during year 1913, \$605,899,710.00. Annual income from the various industries, \$15,500,000.00.

BRITISH COLUMBIA FEDERATIONIST—Every Friday. Labor. Established 1909. The British Columbia Federationist (Ltd.), publishers. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices.

Advertising rates, \$1 an inch, with discount for space.

BRITISH COLUMBIA MAGAZINE—Monthly. Established 1904. British Columbia Magazine Co. (Ltd.), publishers. Subscription, \$1.50; claimed average circulation for 1913, 11,031; 56 to 72 pages, 2 columns; length of columns, 10 in.; width, 2¼ in. Forms close 15th preceding month.

Advertising rates, full page, 50¢; ½ page, \$30; ¼ page, \$17.50; ⅓ page, \$10; ⅙ page, \$5; discounts for 3, 6 and 12 months.

FRUIT AND FARM MAGAZINE—Monthly. Fruit growing and Agricultural. Established 1909. John Nelson, publisher. Subscription, \$1.50; detailed average circulation for year 1913, 5,000*; 32 pages, 3 columns; length of columns, 10½ in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding.

Advertising rates, agate, 10 cts. a line, flat. Preferred position, 20% extra.

GERMAN PRESS—Every Friday. German-Independent. Established 1911. Linguistic Printing & Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for year 1913, 8,400; 12 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, 150 Hastings Street.

Advertising rates, 50 cts. an inch; 200 in. on yearly contract, 40 cts.; 300 in., 35 cts.; 500 or more in., 30 cts. an inch.

NEWS-ADVERTISER—Every morning except Monday, including SUNDAY. Conservative. Established 1884. J. S. H. Matson, publisher. Subscription, \$5; claimed average circulation for year 1913, 15,000; daily, 16 to 20 pages; Sunday, 32 to 48 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or Sunday, 3 cts. a line, flat. Full position, 25% extra. Locals or readers, 25 cts. a line; 1,000 lines, 15 cts. a line. Classified, 1c. per word.

PROVINCE—Every evening except Sunday. Independent. Established 1898. W. C. Nichol, publisher. Subscription, \$5; sworn average circulation for year ending April, 1914, 36,947*; 20 to 48 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 12 cts. a line; 250 lines, on yearly contract, 10 cts.; 500 lines, 9 cts.; 1,000 lines, 8 cts. a line; 2,500 lines, 7 cts.; 5,000 lines, 6 cts. Position, 15, 25 or 33¼% extra. Classified, 1c. per word. Reading notices, first page, \$2 a line; other pages, 35 cts. a line; 500 lines, 25 cts. a line.

SATURDAY SUNSET—Every Saturday. Independent. Established 1907. The Sunset Co. (Ltd.), publishers. Subscription, \$3; sworn detailed average circulation for year

BRITISH COLUMBIA

1913, 22,648* net; 24 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, 7 cts. a line. Full position, 25% extra. Reading notices, 20 cts. a line.

SUN—Every morning except Sunday. Established 1912. The Burrard Publishing Company (Limited), publishers. Subscription, \$5; sworn average circulation for year 1913, 23,423* net; 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 711-15 Seymour Street.

Advertising rates, agate, 4 cts. a line, flat. Full position, 25% additional. Reading notices, 10 cts. a line, flat. Classified, 1c. per word.

SVENSKA CANADA KURIERN—Every Thursday. Swedish-Conservative. Established 1910. Svenska Canadian Press (Ltd.), publishers. Subscription, \$1; claimed average circulation for year 1913, 4,500; 6 to 8 pages, 7 columns; length of columns, 21½ in. width, 2½ in. Can use matrices.

Advertising rates, 45 cts. an inch. 200 in. on yearly contract, 35 cts.; 300 in., 30 cts.; 500 or more in., 25 cts. an inch.

WESTERN CALL—Every Friday. Conservative. Established 1909. Terminal City Press (Ltd.), publishers. Subscription, \$1; claimed average circulation for 1913, 6,000; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, 50 cts. an inch; 4 weeks, 48 cts.; 13 weeks, 46 cts.; 26 weeks, 44 cts.; 52 weeks, 42 cts. an inch, with discount for additional space.

WESTERN CLARION—Fortnightly on Saturday. Socialist. Established 1898. Socialist Party of Canada, publishers. Subscription, \$1; claimed average circulation for year 1913, 4,500; 4 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can not use matrices. Forms close Wednesday. Office, 16 Hartney Chambers, Pender St., W.

Advertising rates, 65 cts. an inch. Over one inch, 50 cts. an inch, with discount of 5% on contract of 6 months or more.

WORLD—Every evening except Sunday. Independent. Established 1888. The World

BRITISH COLUMBIA

Printing and Publishing Co. (Ltd.), publishers. Subscription, \$3; sworn average circulation for nine months ending April, 1914, 32,025*; 18 to 40 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, 6 cts. a line; 1,000 lines, within one year, 5 cts.; 3,000 lines, 4 cts.; mail order advertising, 5 cts. a line, flat. Reading notices, 20 cts. a count line. Classified, 1c. per word.

See advertisement on page 528.

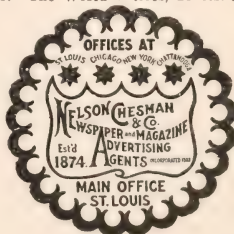
VICTORIA—Population 50,000. On Straits of Juan de Fuca and 2 railways. Direct steamers to Vancouver and all Pacific Coast ports; extensive commerce in coal, fishing and naval supplies and lumber; industries include salmon canning, soap, paint and sash factories; foundry and ship yard; tanneries, breweries; shipping of lumber and seal fur. Annual value of manufactured products, \$4,244,034.00. Bank clearings during 1913, \$176,944,074.00.

COLONIST—Every morning except Monday. Conservative. Established 1858. Colonist Printing and Publishing Co. (Limited), publishers. Subscription, \$5; circulation—not given by publisher; 8 and 10 pages, daily; 20 to 24 pages, Sunday; 7 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, agate, transient, 10 cts. a line; financial, 5 cts. a line. Space contracts, one inch, one week, \$4.20; one month, \$8.50; three months, \$22.50; one year, \$84. Special rates for e. o. d. etc. Preferred position extra. Classified, 1c. per word. Reading notices, 20 cts. a line.

TIMES—Every evening except Sunday. Liberal. Established 1884. Times Printing and Publishing Co. (Ltd.), publishers. Subscription, \$4; claimed average circulation for year 1913, 8,000; 14 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, one inch, one month, \$9; 1 time a week, 25% of daily rates; 2 times a week, 45%; 3 times a week, 60% of daily rates; 15,000 lines, within one year, 3 cts. a line; 25,000 lines, 2½ cts. a line; 50,000 lines, 2 cts. a line. Reading notices, 25 cts. a line. Classified, 1c. per word.



MANITOBA

WINNIPEG—Population 42,340 in 1901. 1913 civic census, 203,000. At confluence of Red River and Assiniboine River. Capital of Manitoba, 60 miles north of U. S. boundary. Incorporated as a City 1874. On C. P. R., C. N. R., G. T. R. & N. P. Railroads. Western headquarters of C. P. R. 13,480 miles of railway in business field. Water transportation on Lake Winnipeg and Red River. The largest grain market in the world. The neighborhood supplies wheat and coarse grains, wool, flax, hides, brick, clays, glass, sands, spruce timber, gypsum, peat, salt, manganese. Civic power, electric 60,000 H. P. developed from $\frac{1}{2}$ cent per kilowatt. Winnipeg's wholesale turnover exceeds \$150,000,000 annually and has an enormous mercantile territory under development. Clearing House returns, \$106,956,720 in 1901, and \$1,634,977,237 in 1913. The C. P. R., C. N. R. and G. T. P. shops are located here. Winnipeg has 390 factories employing over 18,500 hands, including tents, boxes, cement, butter, carriages, cigars, confectionery, wire, flour mills, harness, iron works, jewelry, packing houses, soaps, clothing, wood fixtures, farm traction engines, steam boilers, structural steel works, planing mills, breakfast foods, rolling mills, cabinets, caskets. Value of annual output manufactured products \$45,000,000.

AMI DU FOYER—Monthly (1st). French-Catholic and Family. Established 1905. West Canada Publishing Co., publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 5,600; 20 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{2}$ in. Can use matrices. Forms close 20th of preceding month.

Advertising rates, on 1,000 line contract, 5 cts. a line.

CANADIAN FARMER—Every Friday. Rutherford-General News. Established 1903. Canadian Northwest Publishing Co., Ltd., publishers. Subscription, \$1.50; circulation not given by publisher; 6 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can not use matrices.

Advertising rates, agate, 3 cts. a line, flat. Special position, 15% extra.

CANADIAN FINANCE—Semi-Monthly (1st and 3rd Wednesdays). Financial. Established 1910. Finance Publishers (Ltd.); Subscription, \$2; claimed average circulation for year 1913, 5,400; 56 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{2}$ in. Can use matrices. Forms close preceding Saturday. Office, Aikins Building.

Advertising rates, agate, 12 cts. a line; 500 lines on yearly contract, 10 cts.; 1000 lines $8\frac{1}{2}$ cts.; 2000 lines, $7\frac{1}{2}$ cts.; 3000 lines, $6\frac{1}{2}$ cts.; 5000 lines or more, $5\frac{1}{2}$ cts. a line. Preferred position, 20% extra.

CANADA MONTHLY—Monthly. Literary. Established 1906. The Vanderhof-Gunn Co., (Ltd.), publishers. Subscription, \$1.50; detailed average circulation for 1913, 25,844*; 80 pages, 3 columns; length of columns, 10 in.; width, $2\frac{3}{4}$ in. Forms close 10th preceding month.

Advertising rates, full page, \$55; $\frac{3}{4}$, $\frac{1}{4}$ and $\frac{1}{2}$ pages, pro rata; preferred position, 10 and 25% extra.

COMMERCIAL—Every Saturday. General merchandise. Established 1882. The Hugh C. McLean Co. (Ltd.), publishers. Subscription, \$2; claimed average circulation for year 1913, 5,700; 50 pages, 2 columns; length of columns, 10 in.; width, $3\frac{1}{2}$ in. Cannot use matrices.

Advertising rates, \$1.10 an inch; full page, \$30; $\frac{1}{2}$ page, \$16; $\frac{1}{4}$ page, \$10; $\frac{1}{8}$ page, \$6; with discounts on 7, 13, 26, or 52 issues.

COUNTRY LIFE IN CANADA—Monthly (1st). Established 1905. Associated Publishers (Ltd.), publishers. Subscription, \$1; sworn average circulation for 1913, 20,231* net; 66 pages and covers, 3 columns; length of columns, $10\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Forms close 22nd of preceding month. Office, Confederation Life Building.

Advertising rates, agate, 15 cts. a line; 1,000 lines, 12 cts.; 3,000 lines, 10 cts.

FARMERS' ADVOCATE AND HOME JOURNAL—Every Wednesday. Agricultural. Established 1866. Farmers' Advocate of Winnipeg (Ltd.), publishers. Subscription, \$1.50; sworn detailed average circulation for year 1913, 33,444* net paid; 36 pages, 4 columns; length of columns, $12\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in.

Advertising rates, agate, 25 cts. a line; 6 insertions or 500 lines, 16 cts.; 13 times or 1,000 lines, 15 cts.; 26 times, $14\frac{1}{2}$ cts.; 52 times or 3,000 lines, 14 cts. a line. Special position, 25% extra. Reading notices, with "adv." affixed, 25 cts. a line. Classified, 4 cts. per word; 13 or more times 3 cts. per word.

FARMERS TRIBUNE—See Tribune.

FARMERS WEEKLY TELEGRAM—Weekly edition of Telegram, which see.

FREE PRESS—Every morning except Sunday. **EVENING NEWS BULLETIN**, every evening except Sunday and public holidays. and **WEEKLY FREE PRESS AND PRAIRIE FARMER**, Tuesdays. Liberal. Established 1872. The Manitoba Free Press Co., publishers. Subscription, daily, \$5.20, weekly, \$1; sworn detailed average circulation for year 1913, daily, 66,757*; weekly, 36,387*; morning and evening, 18 to 32 pages; Saturday edition, 48 to 64 pages; weekly, 18 to 28 pages, 7 columns; length of columns, 22

MANITOBA

in. Can use matrices. Office, 300-306 Carlton Street.

Advertising rates, morning and evening combined, agate, 8 cts. a line, flat. WEEKLY, 6 cts. a line, flat. Preferred position, 15, 25 or 50% extra. Classified, daily, 8 cts. a count line; 6 insertions, 35 cts.; one month, \$1.40 a line; WEEKLY, 7 cts. a count line; 20 cts. a line per month.

GAS POWER AGE—Monthly (15th). Gas Engines. Established 1910. Automobile and Gas Power Age (Limited), publishers. Subscription, \$1, claimed average circulation for year 1913, 13,500; 60 to 80 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Can use matrices. Forms close 1st of preceding month. Office, Cumberland and Gertie Streets.

Advertising rates, agate, 14 cts. a line; full page, \$58.80; ¼, ½ and ¾ pages, pro rata.

GAZETA KATOLICKA W CANADZIE—Every Tuesday. Polish, Catholic. Established 1908. West Canada Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 8,788; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, College Avenue and Andrews Street.

Advertising rates, first insertion, 10 cts. a line; subsequent insertions, 5 cts. a line; on 1,000-line contracts, 3½ cts. a line.

GRAIN GROWERS' GUIDE—Every Tuesday. Agricultural. Established 1908. Subscription, \$1; sworn detailed average circulation, March 24, 1914, 37,500* net paid; 24 to 40 pages, 4 columns; length of columns, 12¾ in.; width, 2½ in.

Advertising rates, agate, 16 cts. a line, flat. Preferred position 25% extra. Classified, 4 cts. per word.

NORDWESTERN—Every Wednesday. German. Agricultural. Established 1889. Der Northwestern Publishing Co., (Ltd.), publishers. Subscription, \$1.50; detailed average circulation for year 1913, 20,000*; 16 to 32 pages, 7 columns; length of columns, 20¾ in.; width, 2½ in.

Advertising rates, agate, 4 cts. a line, flat. Classified, 1c. per word.

NORRONA—Every Thursday. Norwegian-Agricultural. Established 1910. The Norwegian Canadian Publishing Co. (Ltd.), publishers. Subscription, \$1; claimed average circulation for 1913, 6,320; 8 to 16 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Office, 325 Logan Avenue.

Advertising rates, agate, 50 cts. an inch; on contract, 3 cts. a line. Preferred position, 10 to 25% extra. Readers, 10 cts. a line, flat.

NORTH ENDER—Every Thursday. Independent. Established 1901. Winnipeg Printing & Engraving Company, publishers. For free distribution. Sworn average circulation for year 1913, 5,600*; 4 pages, 7 columns,

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length of columns, 21½ in.; width, 2½ in. Can not use matrices. Office, 211 Rupert Street.

Advertising rates, 40 cts. an inch.

NORTHWEST REVIEW—Every Saturday. Catholic. Established 1885. West Canada Publishing Co. (Ltd.), publishers. Subscription, \$1; claimed circulation for year 1913, 8,793; 10 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 10 cts. a line; subsequent insertions, 5 cts. a line; 1,000 lines, 3 cts. a line. Special rates in combination, with Gazeta Katolicka (Polish), and West Canada (German), 1,000 lines within one year, 7 cts. a line.

NOR'-WEST FARMER—Semi-Monthly (5th and 20th). Agricultural. Established 1882. Nor'-west Farmer (Ltd.), publishers. Subscription, \$1; sworn average circulation for six months ending July, 1914, 30,000*; 68 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Can use matrices. Forms close 1st and 15th preceding date of publication.

Advertising rates, agate, 16 cts. a line; 2,000 lines, within one year, 15 cts.; 5,000 lines or more, 14 cts. a line. Special position 25% extra. Reading notices, double display rates.

SATURDAY POST—Every Friday. Independent. Established 1907. Winnipeg Saturday Post (Ltd.), publishers. Subscription, \$2; claimed average circulation for year ending September, 1913, 17,560; 16 to 32 pages, 6 columns; length of columns, 19½ in.; width, 2½ in. Office, 706 Broadway.

Advertising rates, agate, 10 cts. a line; 500 lines within one year, 8 cts.; 2,500 lines, 7 cts.; 5,000 lines, 6 cts. Full position, 25% additional. Reading notices, 12 cts. a line.

SVENSKA CANADA TIDNINGEN—Every Thursday. Swedish. Liberal. Established 1892. Canada Weekly Printing Co. (Ltd.), publishers. Subscription, \$1; claimed average circulation for year 1913, 6,300; 8 to 12 pages, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line, flat; preferred position, 5, 10, 15, 20 and 25% extra. Reading notices, 10 cts. a count line.

TELEGRAM—Every morning and evening except Sunday, and **FARMERS' WEEKLY TELEGRAM**, Tuesday. Conservative. Established 1894. The Telegram Printing Co., Ltd., publishers. Subscription, morning or evening, \$3; weekly, \$1; sworn detailed average circulation for six months prior to April, 1914, 54,422* net paid; weekly, claimed average for 1913, 28,982; daily, 18 to 60 pages; weekly, 20 to 48 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, morning and evening, agate, 7 cts. a line, flat. Preferred position,

MANITOBA

25 and 50% extra. Classified, 6 cts. a line count. Reading notices, under cut off rule, full position rate; pure reading matter, 25 cts. a line. Weekly display, 6 cts. a line. flat. Reading notices, double display rates. Classified, 8 cts. a line, count.

TRIBUNE—Every evening except Sunday, and **FARMERS' TRIBUNE**, Tuesdays. Independent. Established 1890. Tribune Publishing Company, publishers. Subscription, daily, \$3; weekly, \$1; claimed average circulation for six months ending January 31, 1914, daily, 22,136 net; weekly, 17,687 net; daily, 12 to 32 pages; weekly, 12 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, daily or weekly, 4 cts. a line; over 1,000 lines, within one year, 3½ cts. Classified, 5 cts. a count line, 500 lines 3½ cts.; 1,000 lines, 3 cts.; 5,000 lines, 2½ cts.; 10,000 lines, 2 cts. a line. Readers, double display rates. Preferred position, daily or weekly, next reading or any special page, 15% extra; full position, 25% extra.

MANITOBA

WEST CANADA—Every Wednesday. German-Catholic. Established 1907. West Canada Publishing Co. (Ltd.), publishers. Subscription, \$1.50; claimed average circulation for year 1913, 9,181; 12 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 10 cts. a line; subsequent insertions, 5 cts. a line; 1,000 lines, 3½ cts. a line. Special rate, in combination, with Northwest Review (English), and Gazeta Katolicka (Polish), 1,000 lines within one year, 7 cts. a line.

WESTERN HOME MONTHLY—(1st). Literary and Household. Established 1900. The Home Publishing Co., publishers. Subscription, Canada and Great Britain, \$1; claimed average circulation for 1913, 40,432; 96 pages, 4 columns; length of columns, 13 in.; width, 2¼ in. Can use matrices. Forms close 20th preceding month.

Advertising rates, agate, 20 cts. a line; on contract for 500 lines or more, 17½ cts. a line; preferred position, 25% extra.

SASKATCHEWAN

MOOSE JAW—Population 29,800. Located on the Canadian Pacific, Canadian Northern and Grand Trunk Pacific Railway systems. In a thriving agricultural and dairying district. Leading industries are railroad terminals and shops, with a monthly payroll of \$250,000; pork packing plant; brick yard, bridge and iron works; lumber, planing, flour, oatmeal and feed mills; sash and door factories. Bank clearings during 1913, \$61,430,943.00.

NEWS—Every morning except Sunday and **WEEKLY**. Thursday. Independent-Conservative. Established 1906. The News Publishing Company (Ltd.), publishers. Subscription, daily, \$4; weekly, \$1; sworn average circulation for six months ending May, 1914, daily, 5,585*; weekly, 3,000*; 10 to 32 pages in daily; 8 to 16 pages weekly, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or weekly, 21 cts. an inch, flat. Preferred position, half, 22 cts.; full, 26 cts. or island position, 30 cts. an inch. Composition, 4 cts. an inch additional. Reading notices, 80 cts. an inch. Classified, 1c. per word.

REGINA—Population 45,000. 3 railway systems, with 11 branch lines. The Capital city. The center of an excellent agricul-

tural section. Wheat grown most extensively; has flour mills; soap factory and iron foundries. Is headquarters of Northwest Mounted Police. Bank clearings during 1913, \$132,087,457.14.

COURIER—Every Wednesday. German. Ind.-Liberal. Established 1907. The Saskatchewan Courier Publishing Co., publishers. Subscription, \$1; claimed circulation for year 1913, 11,005; 16 to 20 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, 3 cts. a line, flat.

LEADER—Every morning and evening except Sunday. Liberal. Established 1883. The Leader Publishing Co., (Ltd.), publishers. Subscription, daily, \$5; sworn average detailed circulation for year 1913, 12,862 net; 18 to 40 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, covering both editions, 4 cts. a line; following reading matter, 4½ cts. a line; full position, 5 cts. a line. Reading notices, with cut-off rules, double display rates. Classified, 1c. per word.

PRAIRIE FARM AND HOME—Every Wednesday. Agricultural. Established 1883. The Leader Publishing Co. (Ltd.), publishers. Sub-

Our Contact-Service men may not agree with you. They could not serve you properly if they did.

SASKATCHEWAN

scription, \$1; sworn detailed average circulation for six months ending May 13, 1913, 13,944*; 32 to 40 pages, 4 columns; length of columns 15 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 4 cts. a line; back page (two colors, if desired), 50% extra. Preferred position, 25% extra. Reading notices, double display.

PROVINCE—Every morning except Sunday; **PROVINCE AND STANDARD**, every evening except Sunday, and **WEEKLY**, Wednesday. Conservative. Established 1885. The Saskatchewan Publishing Co., publishers. Subscription, morning or evening, \$5; weekly, \$1; sworn detailed average circulation for the first six months 1914, morning and evening combined, 12,210* net paid; weekly, 8,863; daily, 12 to 24 pages; weekly, 8 to 16 pages; either edition, 7 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, morning and evening combined, 3¼ cts. a line, flat; next to reading, 3¼ cts.; full position, 4¼ cts. a line, flat. Reading notices, double display. Classified, 1c. per word. **WEEKLY**, 2½ cts. a line; next to reading, 3 cts.; full position, 3½ cts. a line, flat. Readers and classified, same as daily.

SASKATCHEWAN

SASKATOON—Population 27,000. Located in a thriving agricultural territory, on the Grand Trunk Pac.; Canadian, Pac. and Canadian Northern Railway Systems. The leading industries are farming; planing and flour mills; tent, mattress, cigar, sash and door factories; brewery; bottling works; foundries and machine shops. Bank clearings during 1913, \$12,141,141.00.

PHOENIX—Every morning except Sunday. Liberal. Established 1906. J. A. Aikin, editor and publisher. Subscription, \$4; claimed average circulation for 1913, 10,672; 12 to 32 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 5 cts. a line. On contract, 4 cts. a line, flat. Preferred position, 25% extra. Reading matter, 6 cts. a line. Classified, 1c. per word.

STAR—Every evening except Sunday. Independent. Established 1907. W. F. Herman and T. Lawson, publishers. Subscription, \$3; sworn average circulation for first six months 1914, 12,350* net; 16 to 32 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3½ cts. a line, flat. Reading notices, double display. Classified, 1c. per word.

NEW BRUNSWICK

FREDERICTON—Population 7,208. On St. John River. Has fine harbor, and lumber shipments most extensive. Industries include the manufacture of boot, shoe, leather, iron castings, woodenware, lumber, mill machinery and canoes; also has cotton mills. University of New Brunswick and Parliament buildings located here.

GLENER—Every evening except Sunday and **SEMI-WEEKLY** (Tuesdays and Fridays). Independent. Established 1880. The Gleaner (Ltd.), publishers. Subscription, daily, \$5; semi-weekly, \$1; claimed circulation for year 1913, daily, 4,750; semi-weekly, 8,000; 8 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, 75 cts. an inch first insertion; 35 cts. each subsequent insertion; on yearly contracts, 50 in., 30 cts.; 100 in., 25 cts.; 250 in., 22 cts.; 400 in., 19 cts.; 600 in., 16 cts.; 1,000 or more in., 14 cts. an inch. Composition, 3 cts. an inch extra per insertion. Special positions, 10 and 25% additional. Reading notices, double display rates.

MONCTON—Population 15,000. Hub of the Maritime Provinces. On Peticodiac River, a port of entry with a good harbor. Three Railway systems, being headquarters of the

Intercolonial and the M. & B. and Eastern terminus of the G. T. P. Railways, with a monthly payroll of \$125,000. Largest natural gas and oil well in Canada in vicinity. An important wholesale distributing center. Principal industries are cotton, woolen and planing mills; barrel, carriage, biscuit, cap, underwear and wire fence factories; stove and machine foundries; machine shops; monument works; printeries and book binderies. Annual value of manufactured products, \$5,000,000.00.

EVANGELINE—Every Wednesday. French-Independent. Established 1887. L'Evangeline (Ltd.), publishers. Subscription, \$1; sworn claimed average circulation for year 1913, 4,300; 8 pages, 7 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. an inch; composition, 5 cts. an inch additional. Readers, 35 cts. an inch.

TIMES—Every morning except Sunday. Liberal-Conservative. Established 1868. The Times Publishing Company, publishers. Subscription, \$4; sworn average circulation for year ending April, 1914, 3,918*; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

NEW BRUNSWICK

Advertising rates, 1c. a line; composition, 25% additional. Special position, 10 or 25% extra. Reading matter, 2 cts. a line. Classified, 1c. per word.

TRANSCRIPT—Every evening except Sunday. Liberal. Established 1882. John Hawke, editor and publisher. Subscription, \$4; claimed average circulation for six months ending May, 1914, 4,000; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 12 cts. an inch; next to reading, 13½ cts.; full position, 14% cts. an inch; set matter one or two insertions, 18 cts.; three or four consecutive insertions, 14 cts. an inch. Readers, 28 cts. an inch. Classified (minimum, 25 cts.), 1c. per word.

SACKVILLE—Population 2,039. Located at the head of Bay of Fundy, on N. B. & P. E. I. and Intercolonial Railroad, and is surrounded by a thriving farming and grazing territory. Other industries are furniture factories, saw mills, foundries, tanneries and ship yards. Mount Allison (Methodist) University is located here.

EASTERN FARM & HOME—Semi-Monthly (1st and 15th). Agricultural. Established 1914. Eastern Publishers (Ltd.), publishers. Subscription, \$1; claimed average circulation for six months ending June, 1914, 10,000; 20 to 30 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Forms close 10 days in advance.

Advertising rates, 75 cts. an inch; more than 36 in. on yearly contract, 60 cts.; 100 in., 50 cts.; 288 in., 40 cts. an inch. Demand position, 25% extra. Reading notices, double display rate.

ST. JOHN—Population 60,000. At mouth of St. John River. Steamship lines connecting directly with Liverpool, Manchester, Bristol, London, Glasgow, Belfast, Antwerp, Hamburg, Havre, Trieste, South African, Australian, South American and West Indian ports, besides Boston and Portland. 3 railroads. The largest city and most important commercial center in New Brunswick. Ships lumber most extensively; fishing industry also important; has sugar refinery; automobile plant; nail, edge tool, engine, stove and range works; lumber and cotton mills; brush, broom, box, biscuit, candy, boot and shoe factories; grain elevators, docks and warehouses. Red Granite and lime stone quarried. Bank clearings during 1913, \$82,447,747.00. Building permits, 1913, \$2,367,710.00. Customs receipts, 1913, \$1,678,235.39. Value exports (1913, winter port season), \$31,759,236.00. Assessment valuation, 1914, \$35,312,200.00. Per capita debt, \$23, being lowest of any city in Canada of over 20,000.

GLOBE—Every evening except Sunday, and WEEKLY. Liberal. Established 1861. St. John Globe Publishing Co., publishers. Sub-

NEW BRUNSWICK

scription, \$5; weekly, \$1; circulation—not given by publisher; 10 to 20 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, agate, 8 cts. a line; subsequent insertions, 3 cts. a line. Open space within one year, 1,000 lines, 3 cts. a line, 2,500 lines, 2½ cts.; 5,000 lines, 2 cts. Classified, 1c. a word. Reading notices, double display rates. Weekly, display, 3 cts. a line; 1,000 lines, 2 cts. Reading matter, double display rates. Classified, 1c. per word.

MARITIME BAPTIST—Every Wednesday. Baptist. Established 1838. Maritime Baptist Publishing Co. (Limited), publishers. Subscription, \$1.50; detailed average circulation for year ending April, 1914, 5,600* net; 16 pages, 4 columns; length of columns, 14 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2 cts. a line, each insertion.

STANDARD—Every morning except Sunday. Conservative. Established 1909. The Standard (Ltd.), publishers. Subscription, \$5; claimed average circulation for 1913, 10,165; 10 to 20 pages, 7 columns; length of columns, 21½ in.; width, 2 in. Can use matrices.

Advertising rates, 3 cts. a line; 2,500 lines on yearly contract, 2½ cts.; next to reading, 2¾ cts.; full position, 3 cts.; 5,000 lines, 2, 2¼ or 2½ cts. a line. Reading notices, double display rates. Classified, 1c. per word.

TELEGRAPH AND SUN—Every morning except Sunday, and SEMI-WEEKLY TELEGRAPH AND NEWS, Wednesdays and Saturdays. Liberal. Established 1862. Subscription, daily, \$5; semi-weekly, \$1; sworn detailed average circulation for year 1913, daily, 10578* net; semi-weekly, detailed average for 1913, 4,775* net; daily, 8 to 12 pages; Saturday, 16 to 24 pages; semi-weekly, 8 and 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, 4 cts. a line; over 2,000 lines, used within one year, 3 cts. a line; next reading, 3¾ cts.; full position, 3½ cts. a line. In combination with TIMES-STAR, 5 cts.; 2,000 lines or more, 4, 4½ or 5 cts. a line, according to position. Readers, double display. SEMI-WEEKLY, 2 cts. a line, flat; when used in conjunction with daily Telegraph and Times, 1c. a line.

TIMES AND STAR—Every evening except Sunday. Liberal. Established 1904. The Times Printing and Publishing Co. (Ltd.), publishers. Subscription, \$3; sworn detailed average circulation for year 1913, 11,693* net; 8 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; over 2,000 lines, used within one year, 2 cts. a line; next reading, 2½ cts.; full position, 2½ cts. a line. Classified, 1c. per word. Reading notices, double display rates. In combination with TELEGRAPH AND SUN, which see.

NEW BRUNSWICK

SUSSEX—Population 1,500. On Intercolonial railway. A great dairy center. Other industries are farm machinery, furniture and box factories; concrete products and pork packing.

KINGS COUNTY RECORD—Every Friday. Independent. Established 1887. The Maritime Publishing Co. (Limited), publishers. Subscription, \$1; sworn average circulation for 1913, 4,841*; 12 to 16 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, 2 cts. a line;

NEW BRUNSWICK

2,800 lines within one year, 1½ cts. a line. Special position, 15% extra.

MARITIME FARMER AND CO-OPERATIVE DAIRYMAN—Semi-monthly. Agricultural. Established 1895. R. D. Robinson (Ltd.), publisher. Subscription, \$1; sworn average circulation for year 1913, 9,980*; 36 to 64 pages, 4 columns; length of columns, 12 in.; width, 2½ in.

Advertising rates, 75 cts. an inch; 48 in., within one year, 60 cts. an inch; more than 144 in., 50 cts. an inch.

See advertisement on page 542.

NOVA SCOTIA

ANTIGONISH—Population 1,500. On St. George's Bay. Considerable export trade in fish, eggs, cheese, butter, pasteurized milk, horses, cattle, sheep, hides and wool. Industries include grist and carding mills, cheese factories, woolen mill, wood-working factory, but the chief industries are farming and grazing. Seat of R. O. bishop and University of St. Francis Xavier's College. Banks: Commerce, Nova Scotia and Royal.

CASKET—Every Thursday. Catholic. Established 1852. Casket Printing & Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,300; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates on application.

HALIFAX—Population 51,632. On Halifax Harbor and 5 railways. Most important commercial center of the Maritime Province and principal naval station of England's possessions in North America. Has fine harbor and over two miles of docks suitable for the largest vessels, and a most extensive commerce; tonnage during 1913 totaled 3,182,923. Industries include woolen, cotton, cordage and paper mills; sugar refinery; car, paint and farm implement works; foundry and machine shops; soap, candle, shoe, nail and tobacco factories; breweries. Dalhousie University and a number of public buildings located here. Bank clearings during year 1913, \$105,347,636.46. Annual income from the various industries, \$21,730,000.00.

CHRONICLE—Every morning except Sunday. ECHO every evening except Sunday, and NOVA SCOTIAN and WEEKLY CHRONICLE, Fridays. Liberal. Established 1824. The Chronicle Publishing Co. (Ltd.), publishers. Subscription, daily, \$5; weekly, 50 cts.; claimed average circulation for 1913, Chronicle, 8,100; Echo, 7,275; weekly, 20,000;

daily, 8 to 12 pages; weekly, 12 pages, 7 columns; length of columns, 20¼ in.; width, 2½ in. Can use matrices.

Advertising rates, first insertion, \$1.25 per inch; each subsequent insertion, 42 cts.; 500 lines, Chronicle, 4 cts.; Echo, 3¼ cts.; combined, 6 cts.; 2,000 lines, 3, 2½ or 4¼ cts.; 5,000 or more lines, 2½, 2 or 3¼ cts. a line respectively. Position, 25% extra. Reading notices (marked), double display rate. Weekly, 56 cts. per inch; same charges for position as daily.

ECHO—Evening edition of Chronicle, which see.

HERALD—Every morning except Sunday. The EVENING MAIL, every evening except Sunday. Independent-Conservative. MAIL AND HOMESTEAD, every Tuesday. Non-political. Established 1875. William Dennis, publisher. Subscription, morning or evening, \$5; weekly, 50 cts.; claimed average circulation for year 1913, morning and evening combined, 20,260; Mail and Homestead, 12,500; daily, 20 to 24 pages, 7 columns; length of columns, 25 in.; width, 2 in. Can use matrices.

Advertising rates, agate, morning or evening, 3 cts.; next to reading, 3¼ cts.; first position, 3½ cts.; special location, 4 cts. a line; combination morning and evening, 4½, 5, 5½ or 6 cts. a line respectively. Reading notices (marked), 4 cts. a line; combination, 6 cts. a line; pure readers, 12½ or 17½ cts. a line. Classified, either edition, 1c. per word. WEEKLY display, 3, 3 3¼ or 4 cts. a line, according to position; in combination with morning and evening (three editions), 6, 6½, 7½ or 8½ cts. a line respectively. Reading notices, 4 cts. a line; pure reading, 5 cts. a line; combination, morning and evening, 8½ cts., or pure reading, 20 cts. a line.

MAIL. Evening edition of Herald, which see.

NOVA SCOTIA

NOVA SCOTIAN—Weekly of Chronicle, which see.

PRESBYTERIAN WITNESS—Every Saturday. Religious and Literary. Established 1848. The Presbyterian Witness Co. (Ltd.), publishers. Subscription, \$1.25; sworn detailed average circulation for year ending March, 1914, 6,574* net paid; 8 pages, 6 columns; length of columns, 17½ in.; width, 2¼ in.

Advertising rates, 4 cts. a line; 1,000 lines or more, 3 cts. a line; position, 25% extra. Reading notices (marked), 2 cts. per word.

NORTH SYDNEY—Population 5,418. Situated on Cape Breton Island—Sydney Harbor—with steamer connection. Intercolonial Railway. Coal mining and fishing interests quite extensive. Other industries are ship yards; foundry and machine shops; tanneries and brick yards.

HERALD—Every Wednesday. Liberal. Established 1872. North Sydney Herald Publishing Co. (Ltd.), publishers. Subscription, \$1; sworn average circulation for year 1913, 4,700*; 8 pages, 6 columns; length of columns, 19½ in.; width, 2¼ in. Can use matrices.

Advertising rates, 16 cts. an inch; alongside reading, 20 cts.; full position, 25 cts. an inch.

SYDNEY—Population 20,000. On the Atlantic Ocean, on one of the best harbors in the world and 2 railways. Direct steamer connection to Halifax, St. Johns and Montreal. Considerable export trade; coal in vicinity; industries include foundry and machine shops; steel and iron works; planing mills, brick plants, ship yards; wood working, cement, roofing, stove and cigar factories. Annual value of manufactured and mining products within 12-mile radius, upwards of \$30,000,000.

POST—Every morning and evening except Sunday. Conservative. Established 1896. Sydney Post Publishing Co. (Ltd.), publishers. Subscription, \$3; claimed average circulation for year 1913, 5,078; 8 to 16 pages, 7 columns; length of columns, 21 in.; width, 2¼ in.

Advertising rates, morning and evening, 1½ cts. a line; 5,000 lines, or more, all plate,

NOVA SCOTIA

1c. a line; 25% extra for set matter; preferred position, 10 to 50%. Classified 1c. per word. Reading notices, double display rates; telegraphic, 25 cts. a line.

RECORD—Every evening except Sunday. Liberal. Established 1898. Record Publishing Co. (Ltd.), publishers. Subscription, \$3; claimed average circulation for year 1913, 4,800; 8 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 70 cts. an inch; each subsequent insertion, 35 cts. an inch; consecutive insertions for one month or more, 25 cts. an inch; 1,000 lines or more, 1c. a line. Composition, 3 cts. an inch additional. Full position, 25% extra. Reading notices, double display rates. Classified, 1c. per word.

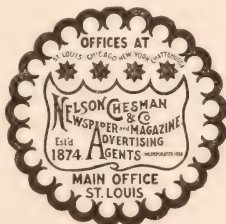
TRURO—Population 6,015. On Cobequid Bay and 2 railways. Center and distributing point of a rich agricultural section; industries include the manufacture of wooden goods, woodenware, machinery, iron castings, axles, engines, hats, caps, boots, lasts, pegs, leather, furniture, calendar, box and condensed milk and canning factories.

NEWS—Every Thursday. Independent. Established 1890. News Publishing Co. (Ltd.), publishers. Subscription, \$1; sworn average circulation for year 1913, 6,335* net; 16 to 24 pages, 6 columns; length of columns, 20 in.; width, 2¼ in.

Advertising rates, 75 cts. an inch; 20 in., on yearly contract, 60 cts.; 5 in., 40 cts.; 100 in., 30 cts.; 200 in., 25 cts.; 300 in., 23 cts.; 400 in., 21 cts.; 500 in., 20 cts. an inch. Composition, 2 cts. an inch additional. Special position, 10 or 25% extra. Reading matter, double display.

WESLEYAN—Every Wednesday. Religious. Established 1838. News Publishing Co. (Ltd.), publishers. Subscription, \$1.50; detailed sworn average circulation for year 1913, 4,265* net; 8 pages, 6 columns; length of columns, 17½ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 40 cts. an inch; on yearly contracts, 10 in., 35 cts.; 50 in., 25 cts.; 100 in., 20 cts.; 300 in., 18 cts.; 500 in. or more, 16 cts. an inch. Composition, 2 cts. an inch additional. Special position, 10 or 25% extra. Reading notices, double display.



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BRANTFORD—Population 30,500. On Grand River and Grand Trunk (main line), T. H. & B. and C. P. Railroads. Center and distributing point for excellent farming region and an important commercial center; manufactures windmills, gas and gasoline engines, malleable iron, nuts, bolts, nails, varnish, carriages, stoves, boots and shoes, electrical fixtures, starch, agricultural machinery, motor trucks, flour, cotton and woolen goods, requiring more than 6,500 employes. Annual value of manufactured products, \$29,000,000.

EXPOSITOR—Every evening except Sunday. Liberal. Established 1852. T. H. Preston, publisher. Subscription, \$3; detailed average circulation for six months ending March, 1914, 7,454* net; 12 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 3 cts. a line; 1,000 lines, 2 cts.; 2,500 lines, 1¾ cts.; 5,000 lines, 1½ cts.; 7,000 or more lines, 1¼ cts. a line. Composition, ½ c. a line additional. Special positions, 25 and 33⅓% extra. Reading notices, double display rates. Classified, 1c. per word.

COBALT—Population 8,200. Located 103 miles North of North Bay, on Temiskaming & Northern Ontario R. R. Silver mining being the chief industry. The pay roll in Cobalt and surrounding camps averages \$460,000.00 a month. Additional industries consist of machine shops and foundries; concentrating, saw, planing, sash and door mills and powder manufacturing plants.

NUGGET—Every evening except Sunday. Independent. Established 1909. Cobalt Daily Nugget (Ltd.), publishers. Subscription, \$3; claimed average circulation for first six months 1914, 5,780; 8 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 5 cts. a line; 500 lines on yearly contract, 4 cts.; 1,000 lines, 3 cts.; 2,000 lines, 2½ cts.; 3,000 lines, 2 cts.; 5,000 lines, 1¾ cts.; 10,000 lines, 1½ cts.; 20,000 lines, 1¼ cts. a line. Special position, 15% extra. Reading matter, 10 cts. a line. Subsequent insertions, 5 cts. a line.

FORT WILLIAM—Population 16,499. Located on Kaministiquia River, at head of Lake Superior, and three railway systems. Extensive Lake traffic, having an excellent harbor. Valuable gold, silver, copper, iron and coal mines in vicinity. Other industries are railroad repair and machine shops; stove and iron foundries; brick yards; flour, saw and planing mills; sash, door and blind factory.

HERALD—Every morning except Sunday. Liberal. Established 1905. The Central

Canada Publishing Co. (Ltd.), publishers. Subscription, \$3; claimed average circulation for six months ending June, 1914, 4,400; 00 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can not use matrices.

Advertising rates, 17½ cts. an inch; set matter 21 cts. an inch, flat. Preferred position, 15, 20, 25, or 33⅓% extra. Reading notices, 80 cts. an inch, flat. Classified, 1 ct. per word. Combination rate with Evening Times Journal, which see.

TIMES-JOURNAL—Every evening except Sunday. Independent. Superior Printing Co. (Ltd.), publishers. Subscription, \$5.20; sworn claimed average circulation for six months ending June 1914, 4,400 net; 10 to 16 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can not use matrices.

Advertising rates, 15 cts. an inch; set matter, 21 cts. an inch, flat. Preferred position, 15, 20, 25 or 33⅓% extra. Reading notices, 80 cts. an inch, flat. Classified, 1c. per word. In combination with Morning Herald, display, 30 cts. an inch; set matter, 5 cts. an inch addition.

GRIMSBY—Population 1,001. Located on Lake Ontario and Grand Trunk Railway. An extensive trade in fruit, grain and live stock. Other enterprises are agricultural implement and stove works, basket and canning factories, saw and flour mills. Annual value of manufactured products, \$100,000.

CANADIAN SPORTSMAN AND LIVE STOCK JOURNAL—Every Thursday. Horse. Established 1870. Canadian Sportsman Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 5,300; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices.

Advertising rates, 10 cts. a line; 1,000 lines, on yearly contract, 7 cts.; 2,000 lines, 6 cts.; 3,000 lines, 5 cts.; 5,000 lines, 4 cts. a line. Reading notices, 15 cts. a line.

FRUIT GROWER & FARMER—Every Friday. Fruit growing-Agricultural. Established 1907. The Fruit Grower & Farmer Pub. Co. (Ltd.), publishers. Subscription, \$1; circulation not given by publisher; 16 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, casual, 10 cts. a line; on yearly contract, 7 cts.; 1,000 lines, 5 cts.; 2,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines, 3 cts. a line. Special position, 25% extra. Reading notices, 15 cts. a line. Classified, 1 ct. per word.

GUELPH—Population 16,000. 3 railways. Has extensive lime stone quarries; industries also include furniture, upholstered goods, sash, door, carriage, carriage hard-

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ware and woodenware, automobile tires, cutter, sleigh, cream separator, farm implement, pump, knit and wire goods factories; cotton, yarn, carpet, woolen, lime, lumber and flour mills; piano, organs, sewing machines, wagon and paper box factories; furnace, stove, range, radiator, water boiler, iron pipe fittings and valve works. Ontario Agricultural College located here. Total value of manufactured products, approximately, \$9,250,000.00.

HERALD—Every evening except Sunday, and **WEEKLY** (Thursday). Conservative. H. Gummer, publisher. Established 1847. Subscription, daily, \$4; weekly, \$1; claimed average circulation for year ending April 30, 1914, daily, 2,900; weekly, 4,900; daily, 8 to 12 pages; weekly, 12 to 16 pages; daily and weekly, 7 columns; length of columns, 21½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, brevier, daily, 20 cts.; weekly, 30 cts. an inch; 50 in., 16 and 24 cts.; 100 in., 12 and 18 cts.; 200 in., 11 and 16 cts.; 300 in., 10 and 15 cts.; 400 in., 9 and 13 cts.; 500 in., 8½ and 11 cts.; 600 in., 8 and 10 cts. an inch. Composition, 3 cts. an inch extra each insertion. Reading notices, double display plate matter rates. Classified, 1c. per word.

MERCURY—Every Thursday. Reform. Established 1844. James Innes McIntosh, publisher. Subscription, \$1; claimed average circulation for year 1913, 5,155; 12 to 16 pages. 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 50 cts. an inch; 50 in., 40 cts.; 100 in., 18 cts. an inch. Composition, 3 cts. an inch extra. Reading notices, double display rate.

HAMILTON—Population 81,879. On Hamilton Bay and 3 railways. On lake steamship routes, and has immense export trade by water. Center and distributing point for fine agricultural section; greatest fruit center in the Dominion of Canada; industries include the manufacture of glass, woodenware, boots and shoes, stoves, farm implements, woolen and cotton goods and machinery; also has steel and iron smelters, rolling mills and railroad shops. Provincial Insane Asylum located here. Annual value manufactured products, \$45,000,000.00.

CANADIAN ROYAL TEMPLAR (1st).—Monthly. Temperance. Established 1886. Dominion Council, Canadian Royal Templars, publishers. Subscription, 50 cts.; claimed average circulation, for year 1913, 10,500; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Forms close first of current month.

Advertising rates, nonpareil, 5 cts. a line.

HERALD—Every afternoon except Sunday. Independent. Established 1889. Herald Printing Co., of Hamilton, (Ltd.), publishers. Subscription \$3; sworn average circulation for first seven months 1913, 15,071* net; 12 to

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36 pages, 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 10 to 15 cts. a line, according to location; on yearly contract, 5 cts. a line; over 500 lines, 4 cts.; over 1,000 lines, 3½ cts.; over 2,500 lines, 3¼ cts.; 5,000 lines or more, 3 cts. a line. Preferred position, 10 or 25% extra. Classified, 1c. per word.

LABOR NEWS—Every Friday. Labor. Established 1912. Labor News Pub. Co. (Ltd.), Publishers. Subscription \$1; sworn average circulation for six months ending June, 1914, 5,000*; 8 pages, 7 columns, length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office 48 Market Street.

Advertising rates, agate, 3 cts. a line; full page, (2107 lines), \$35; ½ page, \$20; ¼ page, \$12.50; ⅓ page, \$7.50. Reading matter 5 cts. a line; first page, 10 cts a line.

REVIEW—Every Friday. Independent. Established 1899. M. Lynch Stunton, publisher. Subscription, \$1.50; claimed average circulation for year 1913, 12,000; 8 pages, 7 columns; length of columns, 21 in.; width, 2½ inches.

Advertising rates, agate, 2½ cts. a line. Reading matter, 4 cts. a line.

SPECTATOR—Every evening except Sunday, and **TWICE-A-WEEK**, Wednesdays and Saturdays. Conservative. Established 1846. Spectator Printing Co. (Ltd.), publishers. Subscription, daily, \$3; twice-a-week, \$1; sworn detailed average circulation, for 1913, 25,802*; twice-a-week, 7,243*; daily, 12 to 28 pages; (twice-a-week, 16 pages), 8 columns; length of columns, 21¼ in.; width, 2½ in. Can use matrices.

Advertising rates, transient, 10 cts. a line; on contract under 500 lines, 7 cts. a line; over 500 lines within one year, 5 cts. a line; 1,000 to 2,500 lines, 4½ cts.; 2,500 to 5,000 lines, 4¼ cts.; 5,000 lines or more, 4 cts. a line; next reading, ¼ ct.; full position, ½ ct. a line; top of page, ¾ ct. a line, extra. Reading notices, 15 cts. a line; on display contracts, 10 cts. a line; first page or telegraphic readers, 25 cts. a line. Classified, 1c. a word. Twice-a-week, display, 10 cts. a line; on yearly contract, 5 cts. a line; 500 lines, 4½ cts.; 1,000 lines or more, 3 cts. a line; next reading, 3¼ cts.; full position, 3½ cts. a line. Reading notices, 15 cts. a line. Classified, same as in daily.

TIMES—Every evening except Sunday, and **SEMI-WEEKLY**, Tuesdays and Fridays. Liberal. Established 1837. Times Printing Co., (Ltd.), publishers. Subscription, daily, \$3.60; semi-weekly, \$1; claimed average circulation for year 1913, 10,700; semi-weekly, 7,200; daily, 10 to 32 pages; semi-weekly, 10 to 16 pages, 7 and 8 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, daily, one time, 10 cts. a line; on contract, less than 500 lines,

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within one year, 5 cts. a line; 500 lines, 4 cts. a line; 1,000 lines, $3\frac{1}{2}$ cts. a line; 5,000 lines, or more, 3 cts. a line; add $\frac{1}{4}$ of a cent for next to reading and $\frac{1}{2}$ c. a line extra for full position. Classified, 1c. per word. Reading notices, double full position rate. Semi-weekly, display, 10 cts. a line; on contract less than 1,000 lines, 3 cts. a line; 1,000 to 3,000 lines, $2\frac{1}{2}$ cts.; 5,000 lines and over, 2 cts. a line. Reading notices, 15 cts. a line.

See advertisement on page 433.

KINGSTON—Population 21,015. "The Lime-stone City". On St. Lawrence River, at the foot of Lake Ontario and at the terminus of the Rideau Canal; is also served by the Grand Trunk, Canadian Pacific and Canadian Northern railways. A most extensive shipping trade in grain and lumber; industries include the manufacture of steam and marine engines, locomotives, cereal foods, pianos, cottons and flour; brick and tile works, picture frames and moldings; boat building also an extensive industry.

BRITISH WHIG—Every evening except Sunday, and **SEMI-WEEKLY** (Monday and Thursday). Independent-Liberal. Established 1854. British Whig Publishing Co., (Ltd.), publishers. Subscription, daily, \$6; weekly, \$1; detailed average circulation for 1913, daily, 4,540; semi-weekly, 5,461*; daily, 8 to 16 pages; semi-weekly, 16 pages, 7 columns; length of columns, $20\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in.

Advertising rates, 28 cts. an inch, daily or semi-weekly; 50 in., on yearly contract, 21 cts.; 100 in., 18 cts.; 200 in., 16 cts.; 300 in., 14 cts.; 400 in., 12 cts.; 500 in., 11 cts.; 800 in. or more, 10 cts. an inch. Space may be used either daily or weekly on contract made for daily. Composition, $2\frac{1}{2}$ cts. an inch per insertion extra. Preferred position, 15 and 25% extra. Reading notices, double display rates, without extra charge for setting.

CANADIAN—Monthly. English and French. Fraternal Insurance. Established 1895. The Grand Council of the Catholic Mutual Benefit Association of Canada, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 26,500; 8 to 12 pages, 4 columns; length of columns, 12 in.; width, $2\frac{1}{4}$ in.

Advertising rates, 75 cts. an inch; full page, one year, \$75; $\frac{1}{4}$ page, \$45; $\frac{1}{2}$ page, \$30; $\frac{3}{4}$ page, \$20; $\frac{1}{8}$ page, \$12; one inch, \$5, six months, \$3.

STANDARD—Every evening except Sunday. Independent Conservative. Established 1810. Standard Publishing Co. (Ltd.), publishers. Subscription, \$5; claimed average circulation for six months ending July 1914, 4,350; 8 to 16 pages, 7 columns, length of columns, $20\frac{1}{2}$ in.; width $2\frac{1}{4}$ in. Cannot use matrices.

Advertising rates, 30 cts. an inch; 50 in.; within one year, 23 cts.; 100 in., 19 cts.; 200 in., 16 cts.; 400 in., 13 cts.; 600 in., $11\frac{1}{2}$ cts.; 800 or more in., 10 cts.; an in. Composition 3 cts. an in. additional. Special position, 15, 25 or $33\frac{1}{3}$ % extra. Reading

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matter three times display. Classified, 1c. first insertion; $\frac{1}{2}$ c. thereafter.

LONDON—Population 54,758. On Thames River and 4 railways. The center and distributing point for fertile farming region, with extensive shipments in produce, grain and live stock; industries include manufacture of brick, tile, furniture, harness, shoes, clothing and farm implements; also has stove foundry and machine shops, rolling, flour and cereal mills; breweries, car, truck and chemical works. A number of educational institutions located here. Bank clearings during year 1913, \$90,720,702.00.

ADVERTISER—Every morning, noon and evening except Sunday. Liberal. Established 1863. London Advertiser Co. (Ltd.), publishers. Subscription, \$5 (morning \$3; noon, \$2); detailed average circulation for year 1913, 18,824*; 8 to 24 pages, 8 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 500 lines, on yearly contract, 6 cts. a line; 1,000 lines, $4\frac{1}{2}$ cts.; 2,500 lines, 4 cts.; 5,000 lines, $3\frac{1}{2}$ cts.; 10,000 lines, or more, 3 cts. a line. Preferred position 10 or 25% extra. Schools, colleges, hotels and resorts, 3 cts. a line, flat. Classified, 1c. a word. Reading notices, 15 cts. a line; on contract, double display.

CANADA MONTHLY—See Winnipeg, Man.

CANADIAN WOODMAN—Monthly. W.O. W. Advertiser Printing Co., publishers. Subscription, \$1; average circulation for year 1913, 15,000; 8 pages, 4 columns; length of columns, 13 in.; width, $2\frac{1}{2}$ in.

Advertising rates, \$1.40 an inch; 2 times, \$2.66; 4 times, \$3.78; 6 times, \$7.14; 9 times, \$10.10; 12 times, \$12.60. Further rates on application.

CATHOLIC RECORD—Every Saturday. Roman Catholic. Established 1878. Thos. Coffey, publisher. Subscription, \$2; claimed average circulation for year 1913, 28,500; 8 pages, 7 columns; length of columns, $19\frac{1}{2}$ in.; width, $2\frac{1}{2}$ in. Forms close Monday preceding.

Advertising rates, agate, transient, 10 cts. a line; on contract, 6 cts. a line; with position, 7 cts. a line. Reading notices, 10 cts. a count line.

ECHO—Every Thursday, Independent. Established 1879. A. Talbot, & Co., publishers. Subscription, 50 cts.; claimed circulation for year 1913, 9,000; 8 pages, 7 columns; length of columns, 21 in.; width, $2\frac{1}{4}$ in.

Advertising rates, agate, 5 cts. a line; 1,000 lines, $3\frac{1}{2}$ cts.; 2,000 lines, 3 cts.; 3,000 lines, $2\frac{1}{2}$ cts.; 4,000 lines, $2\frac{1}{4}$ cts.; 5,000 lines, 2 cts.; 10,000 lines, $1\frac{1}{2}$ cts. a line. Reading notices, double display rates.

FARMERS' ADVOCATE AND HOME MAGAZINE—Every Thursday. Agricultural.

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Established 1866. The William Weld Co., (Ltd.), publishers. Subscription, \$1.50; year, 1913, 33,345* net; 44 pages, 4 columns; length of columns, 12½ in.; width, 2¼ in.

Advertising rates, agate, 25 cts. a line; 6 times, 20 cts.; three months, 17 cts.; six months, 14 cts.; one year, 12 cts. a line. Open space, 1,000 lines, 15 cts.; 2,500 lines, 14 cts.; 4,000 lines, 13 cts.; 6,000 lines or more, 12 cts. a line; preferred position, 25% extra. Reading notices, nonpareil, with "adv." affixed, 40 cts. a line.

FREE PRESS—Every morning and evening except Sunday. Conservative. Established 1849. Free Press Printing Co., publishers. Subscription, morning, \$6; evening, \$5; sworn detailed average circulation for first six months 1914, 37,296*; 12 to 24 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 10 cts. a line; 1 time a week one month, 10 cts.; 2 times a week, 8 cts.; e. o. d., 7 cts.; every day, 6 cts. a line. Open space, within one year, 1,000 lines, 6 cts. a line; 2,500 lines, 5 cts.; 5,000 lines, 4½ cts.; 10,000 lines or more, 4 cts. a line. Preferred position, extra. Schools, colleges, resorts or mail order copy, 5 cts. a line, also contract rates. Classified, 1c. a word; six insertions, 5 cts. a word, except "help wanted", which is 4 cts. a word for six insertions. Reading notices, 20 cts. a line, with discount on 500 lines or more; telegraphic readers, 40 cts. a line.

ORILLIA—Population 6,835. On Lake Simcoe and Grand Trunk Railway. Familiarly known as a summer resort. Grain and lumber shipped quite extensively; industries include ore, smelter, lock, wheel, automobile and furniture factories; foundries, carriage shops, flour mills and tanneries.

CANADIAN WORKMAN—Monthly. A. O. U. W. Established 1879. John Curran, publisher. Subscription, 50 cts.; circulation—not given by publisher; 8 pages, 5 columns; length of columns, 18 in.; width, 2½ in.

Advertising rates, 2 in. or more, 4 cts. per inch per thousand circulation; \$2 an inch on 50,000 circulation. Under 2 in. in space, 15 cts. per agate line.

OTTAWA—Population 102,000. On Ottawa River, with five railways, two steamship lines. Leading residential city of Canada, and location of extensive manufacturing establishments in lumber, paper, implements, machinery, iron goods, clothing, also center of active mining industries in copper, nickel, mica and graphite. Bank clearings for 1913, \$252,875,000.00. Total value of manufactured products for 1913, \$44,000,000.00. Total amount paid in wages 1913, \$18,000,000.00.

CITIZEN—Every evening and morning except Sunday and **CANADIAN CITIZEN**, Tuesdays and Fridays. Independent Con-

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servative. Established 1844. Ottawa Citizen Co., (Ltd.), publishers. Subscription, morning, \$6; evening \$3.60; semi-weekly, \$1; sworn detailed average circulation for first seven months, 1914, daily, 20,325* net; semi-weekly, claimed average for 1913, 14,675; 14 to 36 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, evening and morning, 3 cts. a line; full position, 6 cts. a line. Reading notices, among pure reading with advertising head, 7 cts. a line; with news head (when granted), 12½ cts. a line. Semi-weekly, one issue, display, 2½ cts. a line; reading matter, 7 cts.

FREE PRESS—Every evening except Sunday. Liberal. Established 1869. Ottawa Free Press (Ltd.), publishers. Subscription, \$3.60; sworn average circulation for first six months 1914, 12,424* net; 12 to 36 pages, 8 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 2½ cts. a line; first position, 3¼ cts.; full position, 3¼ cts.; island position, 4½ cts. a line. Classified, 1c. a word. Reading notices, 7 cts. a line; front page, 12½ cts. a line.

JOURNAL—Every evening except Sunday Conservative, and **OTTAWA VALLEY JOURNAL**, Tuesday and Friday. Agricultural. Established 1885. The Journal Printing Co. (Ltd.), publishers. Subscription, daily, \$3.60; semi-weekly, \$1; sworn detailed average circulation for 1913, daily, 14,829* net; semi-weekly, 20,400* net; daily, 16 pages; Saturday, 28 to 36 pages; semi-weekly, 14 to 16 pages, 8 columns; length of columns, 21½ in.; width, 2¼ in.

Advertising rates, agate, daily, 3 cts. a line; full position, 4 cts.; first position, 3½ cts. Reading notices, daily or weekly, with cut-off rule above, 7 cts. a line; non-business and transient character, 12½ cts. a line. Classified, in daily or semi-weekly, 1c. a word. Semi-weekly, 10 cts. a line; commercial display, 4 cts.; first position, 4½ cts.; full position, 4½ cts.; island position, 5 cts. a line.

TEMPS—Every evening except Sunday. French-Independent. Established 1894. Times Publishing Co. (Ltd.), publishers. Subscription, \$3; sworn average circulation for six months ending, July 1914, 9,003* net; 8 to 12 pages, 8 columns, length of columns 21 in.; width, 2½ in. Can use matrices. Office, 149 Rideau Street.

Advertising rates, 10 cts. a line; 500 lines, on contract, 5 cts.; 1000 lines, 4 cts.; 2500 lines, 3½ cts.; 5000 lines, 3 cts.; 10,000 lines, 2½ cts.; 20,000 lines or more, 2 cts. a line. Special poston, 10, 15 or 25% extra.

See advertisement on page 488.

PETERBOROUGH—Population 18,312. On Otonabee River and 2 railways. Extensive shipping point for pork, grain, lumber; industries include foundries, farm implement and shovel works; shoe facing, cordage,

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canoes, cereal, electrical, carbon and lock factories; woolen, planing, saw and flour mills.

CANADIAN HORTICULTURIST AND BEEKEEPER—Monthly. (In two editions). Horticultural and Beekeeping. Established 1878. The Horticultural Publishing Co. (Ltd.), publishers. Subscription, both editions, \$1.60; claimed average circulation for year 1913, both editions, 13,430; 32 to 52 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th preceding month.

Advertising rates, both editions, \$1.40 an inch; full page, \$42.

FARM AND DAIRY—Every Thursday. Agricultural and Dairy. Established 1881. The Rural Publishing Co., (Ltd.), publishers. Subscription, \$1; sworn detailed average circulation for year 1913, 17,171* net; 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in.

Advertising rates, 12 cts. a line, flat.

TIMES—Every morning except Sunday, and **PETERBOROUGH WEEKLY TIMES**. Saturdays. Independent. Established 1872. Times Printing Co., publishers. Subscription, daily, \$3; circulation—not given by publisher; weekly, \$1; circulation—not given by publisher; daily, 4 to 8 pages; weekly, 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or weekly, agate, 30 cts. an inch; 50 in., 25 cts.; 100 in., 20 cts.; 300 in., 18 cts.; 500 in., 15 cts.; 700 in. (daily only), 12 cts.; 1000 in. (daily only), 10 cts. an inch. Special positions, 10 or 25% extra.

ST. CATHARINES—Population 12,484. Located 12 miles from Niagara on Welland Canal and the Grand Trunk Railroad. Celebrated for its Mineral Springs and a popular Summer Resort. Extensive quarries of good stone in the vicinity. Other industries are ship building, foundries, machine shops, flour, saw, axe and edge tool work, and furniture factory.

STANDARD—Every evening except Sunday. Conservative. Established 1891. Standard Printing Co., publishers. Subscription, \$3; circulation—not given by publishers; 8 to 16 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate, 32 cts. an inch; 50 in., 27 cts.; 100 in., 22 cts.; 200 in., 18 cts.; 400 in., 15 cts.; 600 in., 13½ cts.; 800 in., 12 cts.; 1,000 or more in., 11 cts. an inch. Composition, 3 cts. an inch additional. Special position, 15, 25 or 33½% extra. Reading matter three times display plate rate. Classified, 1c. per word.

ST. THOMAS—Population 16,800. Located in a prosperous grain, dairy, cattle and fruit raising district. On five railway systems. Michigan Central and Pere Marquette Rail-

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way shops are located here. Other industries are farm implement works, foundries, breweries; shoe, biscuit and candy factories; flax and other mills.

TIMES—Every evening except Sunday. Conservative. Established 1872. The Times Printing Co. (Ltd.), publishers. Subscription, \$4; sworn detailed average circulation for first four months 1914, 5,469* net; 8 to 16 pages; 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, 35 cts. an inch; on contract, 50 in., 23 cts.; 100 in., 21 cts.; 200 in., 17½ cts.; 400 in., 15 cts.; 600 in., 14 cts.; 800 in., 12 cts.; 1,000 in. or more, 11 cts. an inch. Composition, 3 cts. an inch each insertion additional. Reading matter, three times display plate matter.

TORONTO—Population 505,000. On Lake Ontario and 3 railways. Second largest city in Canada, and the largest city and the commercial metropolis of the Province; has fine harbor and direct steamer connection to all lake ports; industries include furniture, piano, agricultural implement, automobile, carriage, sash, door, clothing and shoe factories; car wheel works; foundry and machine shops; rolling mills, breweries and distillery. The University of Toronto, Conservatory of Music and a number of other educational institutions located here. Annual value of manufactured products, estimated \$154,000,000.00. Bank clearings during year 1913, \$2,181,281,577.00. Building permits for 1913, \$27,038,624.00.

CANADIAN BAPTIST—Every Thursday. Baptist. Established 1854. Standard Publishing Co., publishers. Subscription, \$1.50; claimed average circulation for 1913, 6,891; 16 pages, 4 columns; length of columns, 13½ in.; width, 2½ in. Can use matrices. Office, 223 Church Street.

Advertising rates, agate, 5 cts. a line, flat.

CANADIAN CHURCHMAN—Every Thursday. Episcopal. Established 1871. Evelyn Macrae, publishers. Subscription, \$1.50; circulation—not given by publisher; 16 pages, 4 columns; length of columns, 12½ in.; width, 2½ in. Office, 36 Toronto Street.

Advertising rates, agate, 10 cts. a line; yearly every other week, 7 cts.; 13 times, 8 cts.; 26 times, 7 cts.; 52 times, 6 cts. a line. Special position, 20% extra. Reading notices, 10 cts. a line.

CANADIAN COUNTRYMAN—Every Saturday. Agricultural. Established 1912. Canadian Countryman Publishing Co. (Ltd.), publishers. Subscription, \$1.50; sworn average circulation for year ending January 23, 271* net; 28 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Office, 60 Colborne Street.

CANADIAN COURIER—Every Saturday. Literary. Established 1906. Courier Press

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(Ltd.), publishers. Subscription, \$3; sworn average circulation for year 1913, 24,434* net paid; 32 pages, 4 columns; length of columns, 13 in.; width, 2½ in. Forms close 8 days in advance. Office 12 Wellington Street, East.

Advertising rates, agate, 14 cts. a line; full page, \$100; ½ or ¼ page pro rata; back cover (two colors), \$150; (three colors), \$200; (three color process), \$225; (three color process and black), \$250; colored inserts, \$110, \$125, \$150 or \$175. Classified, 4 cts. per word.

CANADIAN EPWORTH ERA—Monthly. Epworth League. Established 1899. Methodist Book and Publishing House, publishers. Subscription, 50 cts.; detailed average circulation for year ending April 1914, 6,084*; 24 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Can use matrices. Office, Wesley Bldg.

Advertising rates, nonpareil, 10 cts. a line; discount, 3 months, 20%; 6 months, 35%; one year, 50%.

CANADIAN FARM—Every Friday. Stock and Agriculture. Established 1909. Farm Press (Ltd.), publishers. Subscription, \$1; sworn detailed average circulation for year 1913, 19,053* net paid; 20 to 24 pages, 5 columns; length of columns, 15½ in.; width, 2¼ in. Can use matrices. Office, 12 Wellington Street, East.

Advertising rates, agate, 12 cts. a line; 2,000 lines, or more, 11 cts. a line.

CANADIAN GROCER—Every Friday. Trade. Established 1886. John Bayne MacLean, publishers. Subscription, \$2; sworn detailed average circulation for year 1913, 4,950*; 72 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Forms close Tuesday. Office, 143 University Avenue.

Advertising rates, \$2 an inch; one month, \$1.75; three months, \$1.50; six months, \$1.25; one year, \$1 an inch per insertion. Further rates on application.

CANADIAN LADIES' HOME JOURNAL—Monthly. Literary. Home. Established 1905. The Canadian Women's Magazine Co. (Ltd.), publishers. Subscription, \$1; claimed average circulation for last six months 1913, 25,000; 60 pages, 4 columns; length of columns, 14 2/7 in.; width, 2½ in. Office, 71-81 Richmond Street, West.

Advertising rates, agate, 30 cts. a line on contract, 1,000 lines, or under; 2,500 lines, 27 cts.; 5,000 lines, or more 25 cts. a line. Special position, 25% extra.

CANADIAN IMPLEMENT AND VEHICLE TRADE—Monthly (1st). Trade. Estab-

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lished 1900. The Vehicle Trade Publishing Co. (Ltd.), publishers. Subscription, \$1; claimed average circulation for year 1913, 6,300; 24 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can not use matrices. Forms close 20th of month preceding. Office, Wellington Street East.

Advertising rates, \$1.50 an inch; full page, \$50.

CANADIAN MAGAZINE—Monthly (20th). Literary. Established 1893. The Ontario Publishing Co. (Ltd.), publishers. Subscription, \$2.50; claimed average circulation for year 1913, 26,000; 96 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Forms close 5th preceding month. Office, 260 Adelaide Street West.

Advertising rates, agate, 20 cts. a line; full page, \$30; ½ page, \$15; ¼ page, \$8.

CANADIAN MOTOR BOAT—Monthly (15th). Class journal. Established 1909. Canadian Motor Boat (Ltd.), publishers. Subscription, \$1; circulation—not given by publisher; 100 pages, 3 columns; length of columns, 10 in.; width, 2¼ in. Can use matrices. Office, 60-62 Adelaide Street, East.

Advertising rates, full page, \$40; ½ page, \$25; ¼ page, \$14; ⅛ page, \$8; ⅙ page, \$5; with discounts on 3, 6 or 12 month contracts.

See advertisement on page 558.

CANADIAN POULTRY REVIEW—Monthly. Poultry. Established 1877. H. B. Donovan, publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 15,000; 32 to 64 pages, 4 columns; length of columns, 12 in.; width, 2¼ in. Forms close 15th preceding month. Office, 184 Adelaide Street, West.

Advertising rates, agate, 10 cts. a line. In combination with Poultry Advocate, 10% discount.

CANADIAN TEACHER—Semi-Monthly (published 19 times a year, during school term). Educational. Established 1887. The Educational Publishing Co., publishers. Subscription, \$1.25; claimed average circulation for year 1913, 6,500; 80 pages, 2 columns; length of columns, 8 in.; width, 2½ in. Office, 136 Shuter Street.

Advertising rates, 1 inch, one time, \$1.75; 5 times, \$1.50; 10 times, \$1.25; 19 times, \$1 per inch, per time; 2 in., one time, \$3; ¼ page, \$4.50; ½ page, \$8; one page, \$15.

CATHOLIC REGISTER AND CANADIAN EXTENSION—Every Thursday. Roman Catholic. Established 1893. The Catholic Church Extension Society of Canada, publishers. Subscription, \$1; circulation—not given by publisher; 10 pages, 7 columns; length of columns, 19½ in.; width, 2½ in. Office, 119 Wellington Street, West.

The time to advertise is when business is slow. You don't send for a doctor when your child is in good health. Let us work with you in making up copy and selecting mediums that will "pull" business for you. WE KNOW HOW.

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Advertising rates, agate, 10 cts. a line; 100 lines within one year, 7½ cts. a line; 500 lines, 6 cts.; 1,000 lines, 5 cts.; 3,000 lines, 4 cts. a line; preferred position extra.

CHRISTIAN GUARDIAN—Every Wednesday. Methodist. Established 1829. Methodist Book and Publishing House, publishers. Subscription, \$1.50; detailed average circulation for year ending April, 1, 1914, 21,726*; 32 pages, 3 columns; length of columns, 11¼ in.; width, 2½ in. Office, 29-31 Richmond Street, West.

Advertising rates, agate, 20 cts. a line; one month, 60 cts.; three months, \$1.50; six months, \$2.75; one year, \$5 per line. Special position, 10% extra. Special notices, ¼ more.

CHURCH LIFE—Every Thursday. Episcopal. Established 1908. Church Life (Ltd.), publishers. Subscription, \$3; sworn average circulation for nine months ending April, 1914, 8,332*; 20 pages, 4 columns; length of columns, 11¼ in.; width, 2½ in. Can use matrices. Office, 7 Queen Street, East.

Advertising rates, 7 cts. a line; solus position on front page, 8 cts. a line. Readers, \$1.50 an inch. Classified, 2 cts. per word.

CONSTRUCTION—Monthly (1st). Building. Established 1907. H. Gagnier (Ltd.), publisher. Subscription, \$3; claimed average circulation for year 1913, 4,500; 90 pages and 8 plates, 2 columns; length of columns, 10 in.; width, 3½ in. Cannot use matrices. Forms close 1st of month preceding. Office, Richmond & Sheppard Street.

Advertising rates, full page, \$60; on contract, 3 months, \$50; 6 months, \$45; one year, \$40; ½ page, \$40; \$35; \$30 or \$25; quarter page, \$30; \$25; \$20 or \$15 each insertion respectively.

EVERYWOMAN'S WORLD—Monthly (1st week of month of publication). Women and Home. Established 1913. Continental Publishing Company (Ltd.), publishers. Subscription, 75 cts.; detailed average circulation for five months ending June 15th, 1914, 65,000*; 36 to 48 pages, 4 columns; length of columns, 14½ in.; width, 2½ in. Cannot use matrices. Forms close 20th of second month preceding. Office, 16-18 Sheppard St.

Advertising rates, agate, 30 cts. a line; full page (808 lines), \$215.50; second or third covers (two colors), \$400; fourth cover (two colors), \$550.

FARMERS' MAGAZINE—Monthly. Agricultural. Established 1910. MacLean Publishing Co. (Ltd.), publishers. Subscription, \$1; claimed average circulation for year 1913, 20,000; 96 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 15th of preceding month. Office, 143-9 University Avenue.

Advertising rates, \$3 per inch; 2½ in., \$7; 5 in., \$13; 10 in., \$25; ½ page, \$36; full page, \$70; standard magazine page (224 lines), \$11, \$20, \$38 or \$61 for ¼, ½, ¾ or

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full page. Preferred position, 25% extra. Discounts of 5, 10 or 15% on 3, 6 or 12 month contracts. Classified, 5 cts. per word.

FINANCIAL POST OF CANADA—Every Saturday. Financial. Established 1907. MacLean Publishing Co., publishers. Subscription, \$3; circulation—not given by publisher; 20 to 32 pages, 5 columns; length of columns, 17¼ in.; width, 2½ in. Office, 143-9 University Avenue.

Advertising rates, \$1.50 an inch; one year contracts, 77 cts. an inch.

FOREIGN MISSIONARY TIDINGS—Monthly. Missions. Women's Foreign Mission Society, publishers. Subscription, 15 cts.; claimed average circulation for year 1913, 27,200; 16 to 32 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, Confederation Life Building.

Advertising rates, agate, 12 cts. a line; \$200 a page.

GLOBE—Every morning except Sunday. Liberal. Established 1844. Globe Printing Co., publishers. Subscription, \$4; sworn detailed average circulation for first seven months of 1914, 68,184* net; 16 to 20 pages; Saturday, 28 to 40 pages, and halftone magazine supplement, 7 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, corner Yonge and Melinda Streets.

Advertising rates, daily, agate, 15 cts. a line; 13 times, 14 cts.; three months, 11 cts.; six months, 9½ cts.; one year, 8 cts. a line per time. E. O. D., three months, 12½ cts. a line; six months, 11 cts.; one year, 9½ cts. a line per time. Open space within one year, 500 lines, 12 cts. a line; 1,000 lines, 11 cts.; 3,000 lines, 10½ cts.; 5,000 lines, 10 cts.; 7,500 lines, 9 cts.; 10,000 lines, 8 cts. a line. Mail order rate, 11 cts. a line. Ordinary classified, 1c. per word. Reading notices, 30 cts. a line.

INDUSTRIAL BANNER—Every Friday. Labor. Established 1893. Labor-Educational Publishing Co. (Ltd.), publishers. Subscription, \$1; claimed average circulation for year 1913, 29,500; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 167-9 Church Street.

Advertising rates, agate, 6 cts. a line; on contract, 4 cts. a line. Reading notices, 8 cts. a line.

MacLEAN'S MAGAZINE—Monthly. Literary. Established 1897. The MacLean Publishing Co., publishers. Subscription, \$2; claimed average circulation for year 1913, 40,000; 144 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 1st of preceding month. Office, 143 University Avenue.

Advertising rates, \$4 an inch; 500 lines, 21 cts.; 1,000 lines, 20 cts.; 2,500 lines, 19 cts.; 5,000 lines, 18 cts. a line. Preferred position, 25% extra.

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MAIL AND EMPIRE—Every morning except Sunday, and WEEKLY, Tuesday. Conservative. Established 1872. The Mail Printing Co., publishers. Subscription, daily, \$4; sworn detailed average circulation for year 1913, daily, 57,843* net; weekly, 17,500; 16 to 32 pages; weekly, 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, corner Bay and King Streets.

Advertising rates, daily, agate, 15 cts. a line; 500 lines, on yearly contract, 12 cts.; 1,000 lines, 10 cts.; 3,000 lines, 9½ cts.; 5,000 lines, 9 cts.; 7,500 lines, 8½ cts.; 10,000 lines or more, 8 cts. a line. Position, 15, 20, 25 or 50% extra. Classified, 1 and 2 cts. per word. Reading notices, 30 cts. a line; on contract, double display rates; special readers, \$1 a line. Weekly rates, commercial, agricultural and mail order, 4 cts. a line. Commercial reading notices, 8 cts. a line. Classified, 1c. per word.

See advertisement on page 442.

MONEY TIMES, TRADE REVIEW AND INSURANCE CHRONICLE—Every Friday. Financial and Insurance. Established 1867. The Monetary Times Printing Co. of Canada (Ltd.), publishers. Subscription, \$3; claimed average circulation for year 1913, 7,400; 80 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Office, 62 Church Street.

Advertising rates, \$40 a page, with discounts for space.

MOTORIZING—Monthly (25th). Automobiles and Good Roads. Established 1906. The Commercial Press (Ltd.), publishers. Subscription, \$1; claimed average circulation for year 1913, 6,060; 90 pages, 2 columns; length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 10th of month. Office, 34 Colborne Street.

Advertising rates, \$2 an inch; full page, \$35; ½ page, \$20; ¼ page, \$12; ⅛ page, \$6; ⅙ page, \$4, with discounts on 3, 6 or 12 times contracts.

MOTOR MAGAZINE—Monthly. Automobiles. Established 1905. H. Gagnier (Ltd.), publisher. Subscription, \$1.50; claimed average circulation for first six months of year 1914, 9,500; 130 to 150 pages, 3 columns; length of columns, 10½ in.; width, 6½ in. Office, corner Richmond and Sheppard Streets.

Advertising rates, full page, \$45; ½ page, \$25; ¼ page, \$16; ⅛ page, \$10, with discounts on 3, 6 or 12 times contracts.

NEWS—Every evening except Sunday. Independent. Conservative. Established 1880. The News Publishing Co. (Ltd.), publishers. Subscription, \$8; sworn average circulation for 1913, 45,768* net paid; daily 16 to 24 pages; Saturday, 28 pages, 8 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 105 Bay Street.

Advertising rates, agate, 10 cts. a line; 1,000 lines, within one year, 8 cts.; 2,000 lines, 7½ cts.; 3,000 lines 7 cts.; 4,000

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lines, 6 cts.; 5,000 lines or more, 5 cts. a line. Mail order copy, 7¼ cts. a line, flat. Preferred position, 10, 15, 25 or 40% extra. Classified, 1c. per word. Reading notices, 25 cts. a line; telegraphic readers, 35 cts. a line.

NORTH-ENDER—Every Thursday. Independent. Established 1887. North-End Publishing Co. (Ltd.), publishers. Subscription, 50 cts.; average circulation for year 1913, 5,950; 4, 6 and 8 pages, 7 columns; length of columns, 21½ in.; width, 2¼ in. Issues also the WEST-ENDER, EAST-ENDER, EAST-END ECHO, WEST-END ECHO, NORTHWEST-ENDER and BEACH-ENDER. Combined circulation 20,000. Office, 110 Mail Building.

Advertising rates, 2 cts. a line, flat, for either Ender or 5 cts. a line for all seven.

PIONEER—Every Friday. Temperance. Established 1902. The Dominion Alliance, publishers. Subscription, \$1; claimed average circulation for 1913, 25,350; 8 pages, 4 columns; length of columns, 14¼ in.; width, 2¼ in. Can use matrices. Office, Confederation Life Building.

Advertising rates, agate, 8 cts. a line, flat.

POULTRY ADVOCATE—Monthly (15th). Poultry. Established 1898. H. B. Donovan, editor and publisher. Subscription, 50 cts.; claimed average circulation for year 1913, 5,000; 16 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Cannot use matrices. Forms close first of month. Office, 184 Adelaide Street West.

Advertising rates, agate, 4 cts. a line. In combination with Canadian Poultry Review, 10% discount.

PRESBYTERIAN—Every Thursday. Presbyterian. Established 1884. Westminster Co. (Ltd.), publishers. Subscription, \$1.50; circulation—not given by publishers; 32 pages, 3 columns; length of columns, 11 in.; width, 2½ in. Office, Confederation Life Building.

Advertising rates, agate, 12 cts. a line. Discount, 10% on 13 times, or 500 lines; 20% on 26 times, or 1,000 lines; 30% on 52 times, or 2,000 lines. Preferred position, 20% extra.

POWER HOUSE—Monthly (1st). Steam, Gas, Electric, Air and Motor Power. Established 1907. MacLean Publishing Co., publishers. Subscription, \$1; claimed average circulation for year 1913, 5,280; 00 pages, 4 columns; length of columns, 10 in.; width, 2½ in. Cannot use matrices. Forms close first Wednesday. Office, 143-49 University Avenue.

Advertising rates, \$3 an inch, with discount for time and space.

PUBLIC HEALTH JOURNAL—Monthly (1st). Medical, Social Welfare and Literary. Established 1910. The York Publishing Co.

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(Ltd.), publishers. Subscription, \$2; claimed average circulation for year 1913, 12,875; 112 pages, 2 columns; length of columns, 8 in.; width, $2\frac{2}{3}$ in. Can use matrices. Forms close 25th of month preceding. Office, Lumsden Building.

Advertising rates, full page, \$40; $\frac{1}{2}$ page, \$21; $\frac{1}{4}$ page, \$11; $\frac{1}{8}$ page, \$6; $\frac{1}{16}$ page, \$4, with discount on 3, 6 or 12 months contract. Reading notices, 40 cts. a line, with discount of 10% on 100 lines up to 500 lines.

SATURDAY NIGHT—Every Saturday. Literary and Financial Review. Established 1887. Saturday Night (Ltd.), publishers. Subscription, \$3; claimed average circulation for 1912, 33,000; 40 to 48 pages, 6 columns; length of columns, $19\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Can use matrices and half tones. Office, corner Richmond and Sheppard Streets.

Advertising rates, agate, 20 cts. a line; 500 lines, within one year, 16 cts.; 1,000 lines, 15 cts.; 2,500 lines, 14 cts.; 5,000 lines, 13 cts.; 10,000 lines or more, 12 cts. a line. Special positions, 15 and 25% extra. Reading notices, 30 cts. a line.

SENTINEL AND ORANGE AND PROTESTANT ADVOCATE—Every Thursday. Established 1874. H. C. Hocken, publisher. Subscription, \$1; claimed average circulation for 1913, 26,879; 12 to 16 pages, 7 columns; length of columns, 18 in.; width, 3 in. Office, 37 and 39 McCaul Street.

Advertising rates, agate, 10 cts. a line; on contract, 4 cts. a line.

SONS OF ENGLAND RECORD—Every Friday. Fraternal. Established 1900. Sons of England Benefit Society, publishers. Subscription, \$1; claimed average circulation for year 1913, 30,000; 8 pages, 4 columns; length of columns, 17 in.; width, $2\frac{1}{4}$ in.

Advertising rates, agate, 3 cts. a line, flat.

STAR—Every evening except Sunday and Sunday Morning. Independent. Established 1892. Star Printing and Publishing Co. (Ltd.), publishers. Subscription, daily, \$3; Sunday, \$2; sworn detailed average circulation for year 1913, daily, 82,958* net; Sunday, 32,260* net; daily, 16 to 32 pages; Sunday, 32 pages, 8 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, 18-20 King Street, West.

Advertising rates, agate, daily, 15 cts. a line; 500 lines, on yearly contract, 11 cts.; 1,000 lines, $9\frac{1}{2}$ cts.; 2,500 lines, $8\frac{1}{2}$ cts.; 5,000 lines, 8 cts.; 7,500 lines, 7 cts.; 10,000 lines or more, 6 cts. a line. Preferred position, 10, 15, 25 or 50% extra. Classified, 1c. per word. Reading notices, three times display rates. **SUNDAY**, 10 cts. a line; 500 lines, within one year, 7 cts.; 1,000 lines, 6 cts.; 2,000 lines, $5\frac{1}{2}$ cts.; 3,000 lines, 5 cts.; 5,000 lines, $4\frac{1}{2}$ cts.; 10,000 lines or more, 4 cts. a line. Illustrated section, 12 cts. a line; on 1,000 line contract, $7\frac{1}{2}$ cts. a line. Reading notices, double display.

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SUN—Every Wednesday. Agricultural. Established 1891. The Sun Printing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 16,870; 10 pages, 7 columns; length of columns, $21\frac{1}{2}$ in.; width, $2\frac{1}{4}$ in. Office, McCaul Street.

Advertising rates, agate, 10 cts. a line; three months consecutive insertions, \$13.33 an inch; six months, \$20; one year, \$30; every other week insertions, 25% additional. Open space, 500 lines, within one year, 6 cts. a line; 1,000 lines, 5 cts.; 2,000 lines, $4\frac{1}{2}$ cts.; 3,000 lines, 4 cts.; 5,000 lines, $3\frac{3}{4}$ cts.; 7,500 lines, $3\frac{1}{2}$ cts.; 10,000 lines or more, 3 cts. a line. Preferred position, 10 and 20% extra. Reading notices, 15 cts. a line.

SUNDAY SCHOOL BANNER—Monthly. Sunday School Teachers' Journal. Established 1866. Methodist Book and Publishing House, publishers. Subscription, 60 cts.; detailed average circulation for year ending April, 1914, 19,834*; 64 pages, 2 columns; width of columns, $2\frac{1}{2}$ in. Forms close first of preceding month. Office, 29-33 Richmond Street, West.

Advertising rates, nonpareil, 20 cts. a line; three months, 45 cts.; six months, 80 cts.; one year, \$1.50 per line.

TEACHERS' MONTHLY—Monthly. Sunday School Teachers. Religious. Established 1894. Presbyterian Publications, publishers. Subscription, 60 cts.; circulation—not given by publisher; 48 to 56 pages, 2 columns; length of columns, 8 in.; width, $3\frac{3}{4}$ in. Can use matrices. Office, Confederation Life Building.

Advertising rates, \$25 a page; $\frac{1}{2}$ page pro rata.

TELEGRAM—Every evening except Sunday. Independent. Established 1876. J. Ross Robertson, publisher. Subscription, \$3; sworn average circulation for first six months 1914, 79,259; 24 to 40 pages, 8 columns; length of columns, 20 in.; width, $2\frac{1}{2}$ in. Can use matrices. Office, corner Bay and Melinda Streets.

Advertising rates, agate, 15 cts. a line; 500 lines, within one year, 12 cts. a line; 1,000 lines, 10 cts.; 2,500 lines, 9 cts.; 5,000 lines, $8\frac{1}{2}$ cts.; 7,500 lines, $7\frac{1}{2}$ cts.; 10,000 lines or more, $6\frac{1}{2}$ cts. a line. Strictly mail order advertising, 10 cts. a line, flat. Preferred position, 10, 15, 25 or 50% extra. Classified, $1\frac{1}{2}$ cts. per word. Reading notices, double display.

THRASHERMEN'S REVIEW—Monthly (1st). Agricultural and Machinery. Established 1911. Vehicle Publishers, publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 8,400; 24 pages, 4 columns; length of columns, 13 in.; width, $2\frac{1}{4}$ in. Cannot use matrices. Forms close 15th of month preceding. Office, 10 Wellington Street.

Advertising rates, \$2 an inch; full page, \$80.

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WESTMINSTER—Monthly. Interdenominational. Established 1902. The Westminster Co. (Ltd.), publishers. Subscription, \$1.50; circulation—not given by publisher; 116 pages, 2 columns; length of columns, 18½ in. Office, Confederation Life Building.

Advertising rates, ¼ page, one time, \$8; ½ page, \$15; one page, \$30. Discount, 10, 15 and 25% on 3, 6 and 12 months, respectively.

WORLD—Every morning including SUNDAY. Conservative. Established 1880. World Newspaper Co. (Ltd.), publishers. Subscription, daily, \$3; Sunday, \$2; claimed average circulation for year 1913, daily, exceeding 54,000; Sunday, exceeding 89,000; daily, 12 to 24 pages; Sunday, 52 to 68 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 140 West Richmond Street.

Advertising rates, daily, agate, 12½ cts. a line; one month, 9 cts.; three months, 7½ cts.; six months, 6½ cts.; one year, 6 cts. a line per time. Open space, within one year, 500 lines, 10 cts. a line; 1,000 lines, 9 cts.; 2,000 lines, 8½ cts. a line; 3,000 lines, 8 cts.; 5,000 lines, 7 cts.; 7,500 lines, 6½ cts.; 10,000 lines, 6 cts. a line. Mail order, 8 cts. a line. Position, extra. Classified, 1c. per word. Reading notices, double display rates. Sunday rate, 15 cts. a line; three months, 12 cts.; six months, 11 cts.; one year, 10 cts. a line; 500 lines, within one year, 12 cts. a line; 1,000 lines, 11 cts.; 2,000 lines, 10 cts.; 3,000 lines, 9½ cts.; 5,000 lines, 9 cts.; 7,500 lines, 8 cts.; 10,000 lines, 7 cts. a line. Mail order, 9 cts. a line. Advertisements in daily can be inserted Sunday at daily rate. Illustrated section of Sunday World, 25% advance on above Sunday rates.

See advertisement on page 530.

WELLAND—Population 5,318. Situated 13 miles from Niagara Falls, on Welland River and Canal; and is served by the Grand Trunk, Michigan Central, Toronto, Hamilton & Buffalo and Wabash Railway systems. Agricultural and fruit growing pursuits engaged in quite extensively throughout the surrounding territory. Other industries are iron casting, tube machinery, structural iron and steel works; silicon, twine, rope and agricultural implement factories.

PEOPLES PRESS—Every Tuesday. Liberal. Established 1900. The Press Company, publishers. Subscription, 75 cts.; claimed average circulation for year 1913, 5,132; 6 to 8 pages, 6 columns; length of columns, 20¼ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 60 cts. an inch; two times, 45 cts.; three times, 40 cts.; four times, 375; 8 times, 265; 13 times, 2075; 26 times, 154; 52 times, 15 cts. an inch, with discount on two inches or more space, the minimum rate being 15 cts. an inch.

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TRIBUNE—Every Thursday. Liberal. Established 1857. The Tribune Company, publishers. Subscription, \$1; claimed average circulation for year 1913, 5,196; 12 to 16 pages, 6 columns; length of columns, 20¼ in.; width, 2½ in. Cannot use matrices.

Advertising rates, 60 cts. an inch; 2 times, 45 cts.; 3 times, 40 cts.; 4 times, 375; 8 times, 265; 13 times, 2075; 26 times, 154; 52 times, 15 cts. an inch, with discount on two or more in. space, the minimum rate being 15 cts. an inch.

WINDSOR—Population 25,000. Located opposite Detroit, Mich., on Detroit River. Pere Marquette, Canadian Pacific, Grand Trunk Wabash and Michigan Central R. R. Grain, corn and tobacco growing is engaged in quite extensively in surrounding country. Is a shipping point for grain and other farm products. Industries are cereal food mills; asphalt and wire fencing, automobile, salt, scale, sash and door works, tobacco, bent wood and piano factories. Bank clearings during 1913, approximately \$20,000,000.00.

RECORD—Every evening except Sunday and WEEKLY (in two parts, Tuesday and Friday). Liberal. Established 1860. The Record Printing Co. (Ltd.), publishers. Subscription, daily, \$3; weekly, \$1; claimed average circulation for year 1913, daily, 6,000; weekly, exceeding 3,000; daily, 10 to 16 pages; weekly, 16 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or weekly, 50 cts. an inch; 50 in.; 35 cts.; 100 in.; 25 cts.; 300 in., 20 cts.; 500 in., 18 cts.; 700 in., 17 cts.; 1,000 in., 15 cts. an inch. Composition, 5c. an inch additional. Special position, 15, 25 or 33½% extra. Reading notices, double display.

WOODSTOCK—Population 11,000. On Thames River and 6 railroads. Surrounded by an excellent farming and dairying country; manufactures include knitted goods, gun wagon, wire, fence, organ, piano, furniture, wire mattress factories; flour and oat meal mills; stove and furnace foundries; milling machinery, farming implement, oil and storage tank, cement tile and block and cement and stone crushing machinery works. Woodstock College and Hospital for Epileptics for the Province of Ontario located here.

ROD AND GUN IN CANADA—Monthly. Canadian Hunting and Motoring. Established 1899. W. J. Taylor (Ltd.), publisher. Subscription, \$1.50; sworn average circulation for year 1913, 17,012*; 160 pages, 2 columns; length of columns, 8 in.; width, 2½ in.

Advertising rates, 25 cts. a line; full page, \$40; ½, ¼ or ⅓ pages, pro rata. Classified 4 cts. per word.

ONTARIO

SENTINEL REVIEW—Every evening except Sunday, and **WEEKLY** (Thursday). Independent. Liberal. Established 1854. The Sentinel Review Co. (Ltd.), publishers. Subscription, daily, \$3; weekly, \$1; sworn average circulation for year 1913, daily, 5,500*; weekly, 4,000*; daily, 8 to 16 pages; weekly, 16 pages; daily and weekly, 7 columns;

length of columns, 20½ in.; width, 2½ in. Can use matrices

Advertising rates, daily or weekly, 3 cts. a line; 500 lines, 2½ cts.; 1,000 lines, 2 cts.; 2,500 lines, 1½ cts.; 3,500 lines, 1¼ cts.; 5,000 lines, 1c. a line. Reading matter, double display, plate matter. Special position, 25 and 33⅓% extra. Classified, 1c. per word.

ONTARIO

PRINCE EDWARD ISLAND

CHARLOTTETOWN—Population 11,198. The Capital of the Province. On Hillsborough River, near the south coast, and P. E. I. R. R. Steamers to Boston and Canadian ports. Industries are iron foundries, condensed milk and cheese factories, pork packing houses, lobster packing depots and a large wholesale trade in various lines. A number of colleges, normal school and government buildings are located here.

GUARDIAN—Every morning and evening except Sunday. Established 1891. The Island Guardian Publishing Co., publishers. Subscription, \$2.50; claimed average circulation for year 1913, 7,114; 8 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Cannot use matrices.

Advertising rates, agate (morning and evening editions), 5 cts. a line; subsequent insertions, 2½ cts.; on contract of 2,000 lines or more, run of paper, 1¼ cts.; top of column or next to reading, 1½ cts.; top of column and next to reading, 1½ cts.; full position, 2 cts. a line. Reading notices, double display. Classified, 1c. per word.

ISLAND PATROIT—Every evening and morning except Sunday (Rural editions). Liberal. Established 1861. Patroit Publishing Co., publishers. Subscription, \$2; claimed average circulation for 1913, com-

bined, 5,148 (evening, 3,448; morning, 1,700); 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, evening, 10 cts.; morning, 6 cts. an inch. Combination, 16 cts. an inch. Reading matter, 50 cts. an inch.

SUMMERSIDE—Population 2,875. On Northumberland Strait and P. E. I. Ry. Has fine harbor. Ships extensively sheep and horses, oysters, produce and eggs. Annual value of manufactured products, \$200,000.

JOURNAL—Every Wednesday. Conservative. Established 1864. Journal Publishing Co. (Ltd.), publishers. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 22½ in.; width, 2¼ in.

Advertising rates, 50 cts. an inch; yearly contract 1c. a line.

PRINCE EDWARD ISLAND AGRICULTURIST—Every Saturday. Agricultural. Established 1880. W. A. Brennan, publisher. Subscription, \$1.50; circulation—not given by publisher; 8 pages, 7 columns; length of columns, 22½ in.; width, 2¼ in.

Advertising rates, 50 cts. an inch; yearly contract, 1c. a line.

QUEBEC

COWANSVILLE—Population 881. On Canadian Pacific Ry. The center of a dairying Region. Butter and cheese handled most extensively. Industries include dairy implement, school furniture, celluloid, radiator, screw and advertising novelty factories.

COTTON'S WEEKLY—Every Thursday. Socialist. Established 1908. Cotton's Co-operative Publishing Co. (Inc.), publishers. Subscription, 50 cts.; claimed average circulation for year 1913, 34,500; 4 pages, 6 columns; length of columns, 20 in.; width, 2½ inches.

Advertising rates, agate, 15 cts. a line; full position, 20 cts. a line, flat. Reading notices, 30 cts. a count line.

LEVIS—Population 7,448. On St. Lawrence River and 3 railways. Quebec—European steamers handle passengers from this point; has a most extensive shipping trade and a number of saw mills.

QUOTIDIEN—Every evening except Sunday. Independent. Established 1897. Joseph Mercier, publisher. Subscription, \$2.50; circulation—not given by publisher; 7 columns to page; length of columns, 22½ in.; width, 2½ in.

Advertising rates, reading, 2 cts. a line, display, 1c. a line.

MONTREAL—Population 650,000. On St. Lawrence River and 7 railways. The large-

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est city in Canada and a most important commercial center; has a vast shipping trade through lake and river; and is the second largest sea port on the American continent; extensive industry, including two sugar refineries; hardware, farm implement factories; flour and saw mills; cement, rubber, brass, iron, lead, engine, locomotive car works. McGill University and Laval University and other prominent educational and public buildings located here. Annual value of manufactured products, \$250,000,000. Bank clearings during year 1913, \$2,879,118,000.00.

BULLETIN—Every Sunday. French. Politics. Established 1902. A. P. Pigeon, publisher. Subscription, \$1; claimed average circulation for year 1913, 8,000; 4 pages, 8 columns; length of columns, 23 in.; width, 2½ in. Office, 105-109 Ontario Street, East.

Advertising rates, 10 cts. a line, first time; 5 cts. subsequent insertions; 1,000 to 2,000 lines, 4 cts. a line; 3,000 to 5,000 lines, 3 cts.; 6,000 to 10,000 lines, 2½ cts. a line.

CANADA—Every morning except Sunday. French. Liberal. Established 1903. Canada Publishing Co. (Ltd.), publishers. Subscription, \$3; claimed average circulation for last six months 1913, 11,864; 8 to 24 pages, 7 columns; length of columns, 21¼ in.; width, 2¼ in. Can use matrices. Office, 73 St. James Street.

Advertising rates, agate, 10 cts. a line; 1,000 lines, within one year, 5 cts.; 2,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines or more, 3 cts. a line. Translation free of charge.

CANADIAN MESSENGER and French edition "LE MESSENGER CANADIEN"—Monthly (3d Sunday). Religious. Established 1891. The Messenger Press, publishers. Subscription, 50 cts.; sworn average circulation, English and French editions, for nine months ending April, 1914, 60,417*; 60 pages, 2 columns; length of columns, 7½ in.; width, 4½ in. Can use matrices. Forms close 1st of preceding month.

Advertising rates, agate, \$4.90 an inch; full page, \$62; ¼ and ½ pages, pro rata, with discount of 10 or 15% on 6 or 12 insertions.

CANADIAN OFFICIAL RAILWAY GUIDE—Monthly (1st). Railroad. Established 1866. The International Railway Publishing Co., (Ltd.), publishers. Subscription, \$2; circulation not given by publishers; 370 pages, advertising pages, 1 column, 6½ in. long, 4¾ in. wide. Can not use matrices. Forms close 20th of month preceding. Office, 54 and 56 Beaver Hall Hill.

Advertising rates, full page, \$13.35; six months \$12.50; 1 year, \$10; half page, \$8.35; \$6.65 or \$6.50; quarter page, \$5; \$4.20 or \$3.35 each insertion respectively.

CANADIAN PICTORIAL—Monthly (1st). Picture Magazine. Established 1906. Picto-

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rial Publishing Co., publishers. Subscription, \$1; claimed average circulation for 1913, 12,873; 32 pages, 4 columns; length of columns, 12 in.; width, 2 in. Forms close 12th preceding month. Can use matrices. Office, Witness Block.

Advertising rates, 10 cts. a line; 500 lines, within one year, 9 cts.; 1,000 lines, 8 cts.; 2,000 lines, 7 cts.; 4,000 lines, or more, 6 cts. a line; back cover, \$70.

CANARD—Every Sunday. French. Independent. Established 1877. A. P. Pigeon, publisher. Subscription, \$2.50; claimed average circulation for year 1913, 10,000; 12 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Office, 105-109 Ontario Street, East.

Advertising rates, agate, 10 cts. a line, first time; 5 cts. after; 1,000 to 2,000 lines, 4 cts.; 3,000 to 5,000 lines, 2½ cts.; 6,000 to 10,000 lines, 2 cts. a line.

DEVOIR (Le)—Every evening except Sunday, and WEEKLY. French. Independent. Established 1910. La Publicite (Ltd.), editors and publishers. Subscription, daily, \$3; weekly, \$1; claimed average circulation for 1913, 20,000 net; weekly, exceeding 8,000; 8 to 12 pages, 7 columns; length of columns, 23 5/14 in.; width, 2½ in. Can use matrices. Office, 71A St. James Street.

Advertising rates, 12 cts. a line; 1,000 lines, 6½ cts.; 2,000 lines, 5½ cts.; 3,000 lines, 5 cts.; 5,000 lines, 4½ cts. 10,000 lines 4 cts. Position, 15 to 50% extra.

FAMILY HERALD AND STAR—Weekly edition of Star, which see.

FINANCIAL TIMES—Every Saturday. Financial. Established 1912. Montreal Financial Times Publishing Company, publishers. Subscription, \$2; claimed average circulation for year 1913, 5,630; 16 pages, 6 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, 333 Office, 38 St. Antoine Street.

Advertising rates, agate, 15 cts. a line; 1,000 lines on yearly contract, 10 cts.; 3,000 lines, 9 cts.; 5,000 lines or more, 8 cts. a line. Preferred position, top of page, 25% extra.

GAZETTE—Every morning except Sunday. Established 1778. The Gazette Printing Co. (Ltd.), publishers. Subscription, daily, \$6; claimed average circulation for 1913, 22,624; 16 to 24 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, 38 St. Antoine Street.

Advertising rates, agate, 15 cts. a line; one month, 6 cts.; three months, 5 cts.; six months, 4½ cts.; one year, 4 cts.; E. O. D., 15 cts. a line first time; two times a week, 15 cts. a line first time; one time a week, 15 cts. a line per time; three months, 8½ cts.; six months, 7 cts.; one year, 6 cts. a line, per time. Open space, within one year, 1,000 lines, 6½ cts. a line; 3,000 lines, 5½ cts.; 5,000 lines, 5 cts.; 10,000 lines or more, 4½ cts. a line. Preferred position, extra. Classified, 1c. a word.

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HERALD-TELEGRAPH—Every evening except Sunday. Independent. Liberal. Established 1811. Herald Co. (Ltd.), publishers. Subscription, \$3; circulation—not given by publisher; 20 to 40 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, St. Alexander and Craig Streets.

Advertising rates, agate, 15 cts. a line; 500 lines, on yearly contract, 3½ cts.; 1,000 lines, 7½ cts.; 2,000 lines, 6½ cts.; 3,000 lines, 6 cts.; 5,000 lines, 5½ cts.; 10,000 lines or more, 5 cts. a line. Preferred position, 25% extra. Reading notices, treble display rates; special notices, double display. Classified, 1c. per word.

INDEPENDENT COURIER DEL CANADA—Every Saturday. Italian. Liberal. Established 1895. Louise Nobile, publisher. Subscription, \$2; sworn detailed average circulation for year 1913, 8,011*; 12 pages, 7 columns; length of columns, 21 in.; width, 2½ in. Can use matrices.

Advertising rates, upon application. See advertisement on page 540.

JEWISH EAGLE—Every morning except Saturday. Jewish. Independent. Established 1907. The Eagle Publishing Co. (Ltd.), publishers. Subscription, \$3; claimed average circulation for year 1913, 12,115 net paid; 8 to 12 pages, 6 columns; length of columns, 20 in.; width, 2½ in. Can use matrices. Office, 516 St. Lawrence Boulevard.

Advertising rates, 6 cts. a line; 1,000 lines, on yearly contract, 5 cts.; 2,000 lines 4½ cts.; 5,000 lines, 4 cts.; 10,000 lines, 3½ cts.; 25,000 lines, 3 cts.; 50,000 lines, 2½ cts.; 100,000 lines, 2 cts. a line. Classified, 20 words, 25 cts.

JOURNAL OF AGRICULTURE AND HORTICULTURE—Semi-Monthly. French and English. English issue, 1st: French issue, 15th of the month. Established 1879. Le Canada Publishing Co. (Ltd.), publishers. Subscription, \$1; sworn detailed average circulation for year ending May 1914, French edition, 89,732*; English edition, 9,709*; 32 to 40 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Forms close 20th of each month preceding. Can use matrices. Office, 73 St. James Street.

Advertising rates, covering both editions. agate, 25 cts. a line. flat; facing first or last page of text or top of column, 30 cts.; along side reading (full column adv.), 50 cts. a line.

JOURNAL OF COMMERCE—Every Evening except Sunday. Commercial and Financial. Established 1875. The Journal of Commerce Publishing Company, publishers. Subscription, \$5; circulation—not given by publisher; 8 pages, 7 columns, length of columns, 20 in.; width, 2½ in. Can use matrices. Office 35-45 St. Alexander Street.

Advertising rates, 10 cts. a line; 500 lines on yearly contract 8 cts.; 1000 lines, 7½ cts.;

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2500 lines, 7 cts.; 5,000 lines, 6½ cts.; 7,500 lines, 6 cts.; 10,000 lines, 5 cts. a line. Reading matter double display rate. Front page 50% extra.

MAIL—Every morning except Sunday. Independent. Established 1913. Montreal Daily Mail Pub. Co. (Ltd.), publishers. Subscription, \$3; sworn average circulation for six months ending, May 1914, 20,000*; 12 to 16 pages, 7 columns, length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 4-8 Beaver Hall.

Advertising rates, agate, 4 cts. a line, special position 25% extra. Reading notices, 20 cts. a line. Classified, 5 cts. a line set solid.

NATIONALISTE—Every Sunday. French. Independent. Established 1903. La Publicite, Limited, publishers. Subscription, \$1; circulation—not given by publisher; 6 and 8 pages, 7 columns; length of columns, 23 5/14 in.; width, 2½ in. Can use matrices. Office, 71A St. James Street.

Advertising rates, 10 cts. a line; 1,000 lines, on yearly contract, 5 cts.; 2,000 lines, 4½ cts.; 3,000 lines, 4 cts.; 5,000 lines or more, 3 cts. a line.

NEWS—Every Evening except Sunday. Independent. Established 1914. The Evening News Publishing Co. (Ltd.), publishers. Subscription \$3; guaranteed average circulation for 1914-15, 30,000; 12 to 16 pages, 8 columns, length of columns, 22 in.; width, 2½ in. Can use matrices. Office, 4 to 8 Beaver Hall Hill.

Advertising rates, agate, 4 cts. a line. flat; top of page or full position, 25% extra. Reading notices, 20 cts. a line. Special position, 25% extra. Classified, 5 cts. a line set solid.

NORTHERN MESSENGER—Every Friday. Undenominational. Established 1865. John Dougall & Son, publishers. Subscription, 40 cts.; sworn average circulation for year 1913, 58,316* net paid; 16 to 24 pages, 3 columns; length of columns, 10 in.; width, 2½ in. Forms close 11 days in advance. Office, Witness Block.

Advertising rates, agate, 25 cts. a line; 500 lines, 20 cts. a line; 1,000 lines or more, 18 cts.; back cover page, 25% extra. Mail order advertising, 25 cts. a line, flat.

PASSE TEMPS—Fortnightly. French. Musical. Established 1895. J. E. Belair, publisher. Subscription, \$1.50; claimed average circulation for 1913, 10,500; 20 pages, 4 columns; length of columns, 12 in.; width, 2½ in. Can use matrices. Office, 16 Rue Craig Street.

Advertising rates, 5 cts. a line; 500 lines, on yearly contract, 4 cts.; 1,000 lines, 3½ cts.; 2,000 lines, 3½ cts.; 3,000 lines, 3 cts. a line. Special position, 25% extra.

PATRIE—Every evening except Sunday, and **WEEKLY**, Saturdays. French. Inde-

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pendent. Established 1873. La Patrie Publishing Co. (Ltd.), publishers. Subscription, daily, \$3.50; weekly, \$1; sworn average circulation for year 1913, daily, 47,116*; Weekly, 22,000*; daily, 12 to 48 pages; weekly, 16 to 24 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, La Patrie Building.

Advertising rates, agate, daily, 12 cts. a line; 500 lines, on yearly contract, 8½ cts. a line; 1,000 lines, 7 cts.; 2,000 lines, 6 cts.; 3,000 lines, 5½ cts.; 5,000 lines, 5 cts.; 10,000 lines, 4½ cts.; 20,000 lines or more, 4 cts. a line. Strictly mail order advertising, daily, 8 cts.; weekly, 5 cts. a line. Preferred position, 15 and 25% extra. Classified, 1c. per word. Reading notices, double display rates. Weekly, display, 5 cts. a line. Translation without extra charge.

PAYS—Every Saturday. French. Liberal. Established 1910. La Cie Anonyme Imprimerie, publishers. Subscription, \$1; claimed average circulation for year 1913, 12,200; 8 to 10 pages, 7 columns; length of columns, 21½ in.; width, 2½ in.

Advertising rates, 3 cts. per line, flat.

PRESBYTERIAN RECORD—Monthly. Presbyterian. Established 1876. Rev. E. Scott, editor. Subscription, 90 cts.; detailed average circulation for 1913, 63,902* net paid; 48 pages and cover, 2 columns; length of columns, 7¾ in.; width, 2½ in. Office, Y. M. C. A. Building.

Advertising rates, one inch, one month, \$6; three months, \$15; six months, \$25; one year, \$45.

PRESSE (La.)—Every evening except Sunday. Also **FARMERS WEEKLY PRESSE**, Thursdays. French. Established 1884. La Presse Publishing Co. (Ltd.), publishers. Subscription, daily, \$3.50; weekly, \$1; sworn average circulation for year ending March 1914, daily, 128,184* net; weekly, 45,507* net; daily, 18 to 48 pages; weekly, 16 to 20 pages, 8 columns; length of columns, 21 3/7 in.; width, 2½ in. Can use matrices. Office, La Presse Building.

Advertising rates, agate, 15 cts. a line; 500 lines, within one year, 12 cts.; 1,000 lines, 11 cts.; 2,000 lines, 10 cts.; 3,000 lines, 9½ cts.; 4,000 lines, 9 cts.; 5,000 lines, 8½ cts.; 10,000 lines, 8 cts.; 15,000 lines, or more, 7½ cts. a line. Preferred position, 15 and 25% extra. Pure reading, 3 times display rate. Classified, 1c. per word. WEEKLY display, 7 cts.; 1,000 lines, 6½ cts.; 2,500 lines, 6 cts. a line; back page, 25% extra. Special positions, 15, 25 or 50% extra. Classified, 1 ct. per word.

REVUE POPULAIRE—Monthly (1st). French-Literary. Established 1907. Poirier, Bessette & Co., publishers. Subscription \$1; claimed average circulation for year 1913, 5,086; 132 pages, 2 columns, length of columns, 7½ in.; width, 2¾ in. Can use mat-

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rices. Forms close 15th of month preceding. Office, 200 St. Lawrence Blvd.

Advertising rates, full page, \$10; ½, ¼ or ⅓ page pro rata.

SAMEDI—Every Saturday. French. Society. Established 1889. Poirier, Bessette & Co., publishers. Subscription, \$2.50; sworn average circulation for 1913, 21,446*; 40 pages, 4 columns; length of columns, 12½ in.; width, 2¾ in. Forms close 10 days in advance. Office, 200 St. Lawrence Boulevard.

Advertising rates, agate, 4 to 13 times, or 500 lines, 5 cts. a line; 13 to 52 times, or more than 500 lines, 4 cts. a line.

STANDARD—Every Saturday. Independent. Established 1905. Montreal Standard Publishing Co. (Ltd.), publishers. Subscription, \$2; sworn detailed average circulation for first three months 1914, 44,099*; 28 to 44 pages, 8 columns; length of columns, 21¾ in.; width, 2½ in. Can use matrices. Office, 171 St. James Street.

Advertising rates, agate, 6 cts. a line; in illustrated supplement, 12 cts. a line. Preferred position, 25% extra. Reading notices, three times display rates.

STAR—Every evening except Sunday, and **FAMILY HERALD AND WEEKLY STAR**, Wednesdays. Independent. Established 1869. The Montreal Star Publishing Co. (Ltd.), publishers. Subscription, daily, \$3; weekly, \$1; claimed average circulation for year 1913, daily, 84,629* net; weekly, 132,353* net; daily, 20 to 48 pages; weekly, 28 to 36 pages, 8 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices. Office, Star Building.

Advertising rates, agate, daily, 15 cts. a line; one week, 14 cts.; one month, 11½ cts.; three months, 9½ cts.; six months, 8½ cts.; one year, 7½ cts. a line, per time; 500 lines, on yearly contract, 12½ cts. a line; 1,000 lines, 10½ cts.; 2,000 lines, 10 cts.; 3,000 lines, 9½ cts.; 5,000 lines, 9 cts.; 10,000 lines, 8½ cts.; 15,000 lines, 8 cts.; 20,000 lines or more, 7½ cts. a line. Special position, 25% extra. Classified, 1c. per word. Weekly display, 25 cts. a line, flat. Special position, 25% extra. Classified, 2 cts. per word; agricultural and educational, 1c. per word.

WITNESS AND CANADIAN HOME-STEAD—Every Tuesday. Independent. Home and Agricultural. Established 1846. John Dougall & Son, publishers. Subscription, \$1; sworn average circulation for 1913, 25,875* net; 20 to 24 pages, 7 columns; length of columns, 22½ in.; width, 2½ in.

Advertising rates, agate, 6 cts. a line, flat. Readers, 10 cts. a line.

WORLD WIDE—Every Saturday. Literary. Established 1901. John Dougall & Son, publishers. Subscription, \$1.50; sworn average

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circulation for 1913, 5,782* net; 16 pages, 4 columns; length of columns, 11½ in.; width, 2 in. Can use matrices. Office, Witness Block.

Advertising rates, agate, 10 cts. a line; up to 1,000 lines, on contract, 6 cts. a line; 1,000 lines, 5 cts.; 2,000 lines, 4½ cts.; 3,000 lines, 4¼ cts.; 4,000 lines, 4¼ cts.; 5,000 lines or more, 4 cts. a line. Cover pages, 25% extra.

QUEBEC—Population 90,000. On St. Lawrence River and 8 railways. Most extensive shipping point for lumber, grain, dressed beef and pulp; industries include the manufacture of machinery, iron castings, rifles, cartridges, nails, cutlery, Indian rubber goods, paper, boots, shoes, also tanneries.

ACTION SOCIALE—Every evening except Sunday and WEEKLY, Thursday. French. Independent. L'Action Sociale (Ltd.), publishers. Subscription, daily, \$3; weekly, \$1; sworn average circulation for first six months 1914, daily, 21,000; weekly, 10,616; daily, 8 to 24 pages; weekly, 12 pages, 8 columns; length of columns; 22 in.; width, 2½ in. Can use matrices.

Advertising rates, daily or weekly, 6 cts. a line; 3,000 to 10,000 lines, 5 cts.; further discounts up to 50,000 lines. Special position, ½c. a line extra. Reading notices, 10 cts. a line, with discount for 2,000 lines or more. Classified, 25 words, 25 cts.; each additional word, ½c.; 6 insertions for the price of four. WEEKLY, 2 cts. a line, flat. Translations free.

CHRONICLE—Every morning except Sunday. Independent Conservative. Established 1764. D. Watson, publisher. Subscription, \$3; claimed average circulation for year ending April 1914, 10,106* net paid; 12 to 24 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

Advertising rates, agate, 15 cts. a line; fixed space, at least one time a week, 4 cts. a line; with discount for length of time advertisement is inserted. Open space, 1,000 lines, 5 cts. a line, and further discount for space.

L'ENSEIGNEMENT PRIMAIRE—Monthly, except July and August. French. Educational. Established 1880. C. J. Magnan, publisher. Subscription, \$1.25; claimed average circulation for year 1913, 8,000; 64 pages, 1 column; length of column, 8 in.; width, 5 in.

Advertising rates on application.

L'EVENEMENT—Every evening except Sunday; and WEEKLY, Saturday. French. Conservative. Established, daily, 1867; weekly, 1854. Cie de L'Evenement, publishers. Subscription, daily, \$3; weekly, \$1; sworn detailed average circulation for year 1913, daily, 14,005 net; weekly, 4,074* net; daily, 8 to 24 pages; weekly 8 to 16 pages;

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either edition, 7 columns; length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 6 cts. a line; 3,000 lines, 5 cts.; 10,000 lines, 4 cts.; 25,000 lines, 3 cts. a line. Special position, ½c. a line extra. Reading notices, 10 cts. a line; 3,000 lines, 8 cts.; 10,000 lines, 5 cts. a line.

TELEGRAM—Every evening except Sunday. Independent. Established 1874. The Telegraph Printing Co., publishers. Subscription, \$3; claimed average circulation, daily, for 1913, 12,000; 8 to 20 pages, 7 columns; length of columns, 20½ in.; width, 2½ in.

Advertising rates, agate, 15 cts. a line, first time; 10 cts. a line, each subsequent insertion; 1,000 lines used within one year, 3 cts. a line; 1,000 to 2,500 lines, 2½ cts.; 2,500 to 5,000 lines, 2 cts.; 5,000 lines, 1½ cts.; 10,000 lines, 1¼ cts. a line. Position extra. Classified, 30 words, one time, 25 cts.; exceeding 30 words, 1c. a word. Reading notices, double display rates.

VIGIE—Every morning except Sunday. French. Liberal. Established 1906. La Compagnie Vigie, publishers. Subscription, \$3; claimed average circulation for year 1913, 10,000; 6 and 8 pages, 7 columns; length of columns, 21 in.; width, 2½ in.

Advertising rates, 35 cts. an inch; 50 in., 25 cts.; 100 in., 22 cts.; 200 in., 19 cts.; 400 in., 16 cts.; 600 in., 15 cts. an inch. Special position, 10, 25 or 30% extra. Reading notices, 6 cts. a line; 200 lines or more, 4 cts. a line.

ST. JEAN—Population 5,903. On Richelieu River and 3 railways. Has extensive trade in grain, lumber and farm produce; industries include sewing machine, glove, silk, canning, vinegar, drain pipe and cotton factories; tanneries, foundries, grist, saw and planing mills and potteries.

NEWS AND EASTERN TOWNSHIPS ADVOCATE—Every Thursday. Independent. Conservative. Prints seven publications for counties and districts, covering a radius of 75 miles. Established 1848. E. R. Smith Co. (Ltd.), publishers. Subscription, \$1; claimed average circulation for year 1913, 6,300; 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, all editions, 10 cts. a line, first insertion; 3 cts. a line each subsequent insertion; 1,000 lines, \$35; 2,000 lines, \$60; 5,000 lines, \$125; 10,000 lines, \$200. Reading notices, 15 cts. a line.

SHERBROOKE—Population 19,650 (including Lennoxville, 22,000), on Magog and St. Francis River, G. T. R., Q. C. R., C. P. R., and B. & M. R., 101 miles N. N. W. of Portland. Chief industries woolen, cotton, carding, carpet, flour and saw mills, iron and brass foundries, clothing and jewelry factories, cotton and powder mills, pork packing plant, structural steel, scales, car-

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riages, mining and pulp mill machinery, boiler and machine shops, agricultural implement works; rubber, shoe, bobbin and spool, sash and door and patent medicine factories, dairying and farming. Sherbrooke is the commercial metropolis of the Eastern Townships. The city has 10,000 h. p. within its limits and 25,000 h. p. within 20 miles. It is the center of a rich farming country, also of asbestos and copper mining and lumber and pulpwood industries.

QUEBEC

RECORD—Every evening except Sunday. Independent. Established 1897. Sherbrooke Record Co., publishers. Subscription, \$2; sworn detailed average circulation for year 1913, 10,520* net; 6 to 16 pages, 7 columns; length of columns, 20% in.; width, 2% in.

Advertising rates, 5 cts. a line; 250 lines, 4 cts.; 500 lines, 3 cts.; 1,000 lines, 2% cts.; 2,500 lines, 2% cts.; 10,000 lines and over, 2% cts. a line. Preferred position, 15, 25 or 30% extra. Reading notices (brevier), 15 cts. a line. Classified, 1c. a word; 6 insertions the price of five.

NEWFOUNDLAND

ST. JOHN'S—Population 27,000. On Atlantic Ocean. Reid-Newfoundland Ry. Calling port for Transatlantic steamers with extensive shipping trade in ores, fish, fish oil; has fine harbor; fishing industry very large; other industries comprise furniture, biscuit, cordage, boot, shoe factories; rope, block, sash and door works; net making factory; tanneries, breweries and oil refineries, foundries.

HERALD—Every evening except Sunday. Independent-Liberal. Established 1882. The Evening Herald (Ltd.), publishers. Subscription, \$3; claimed average circulation for 1913, 4,292; 8 pages, 6 columns; length of columns, 20 in.; width, 2% in. Can use matrices.

Advertising rates, 50 cts. an inch, first insertion; and 25 cts. each subsequent insertion. Classified, 25 cts. each, not exceeding one inch.

PEOPLE—Monthly. Non-political. Established 1896. J. W. Withers, publisher. Subscription, 25 cts.; claimed average circulation for year 1913, 5,000; 31 pages, 2 columns; length of columns, 9 in.; width, 3% in. Can not use matrices.

Advertising rates, 50 cts. an inch, first insertion; and 25 cts. an inch, each subsequent insertion.

TELEGRAM—Every evening except Sunday. Independent. Established 1880. William J. Herder, publisher. Subscription, \$3; sworn detailed average circulation for year 1913, 5,784* net; 10 pages, 7 columns; length of columns, 19% in.; width, 2% in. Can use matrices.

Advertising rates, 50 cts. an inch; on contract, 20 in., 40 cts.; 50 in., 32 cts.; 100 in., 24 cts.; 250 in., 20 cts.; 500 in., 16 cts.; 1,000 in., 14 cts. an inch.

CUBA

CAMAGUEY—Population 29,616. Located on Northern Railroad, 160 miles northwest of Santiago de Cuba, in a thriving agricultural district. Principle industries are licorice, tobacco, perfumery and preserve factories and coffee plants.

CO-OPERACION—Semi-Monthly (15th and last day of month). Spanish-Industrial. Established 1910. Mariano Cibrán, editor and publisher. Subscription, \$1; claimed average circulation for year 1913, 10,000; 20 pages, 2 columns; length of columns, 10% in.; width, 3% in. Can use matrices. Forms close 11th and 26th.

Advertising rates, full page, 1 month, \$16; on contract 3 months, \$15; 6 months, \$14.16%; one year, \$13.33%; ½, ¼, ⅓, ⅕ or 1/32 page, pro rata.

CIENFUEGOS—Population 40,000. On the coast. Sugar, coffee, tobacco extensively raised; lumbering interests in mahogany, ebony, cedar and other valuable woods extensive.

LA CORRESPONDENCIA—Daily except Sunday. Spanish-Independent. Established 1898. C. Diaz & Company, publishers. Subscription, \$10; claimed average circulation for 1913, 6,500; 8 to 16 pages, 7 columns; length of columns, 20 in.; width, 2% in. Can use matrices. Office, 115 San Carlos Street.

Advertising rates, one insertion, 25 cts. an inch; five insertions and upward, 12 cts. an inch; next to reading, 20 cts.; women's page, 23 cts. an inch. Reading notices, 60 cts. an inch.

GIBARA—Population 6,170. A port on the North coast, with a large export trade.

To improve the nation's advertising is to increase the consumption of the nation's products, because better advertising sells more goods.

CUBA

EL PROGRESO—Every morning. Spanish-Independent. Established 1898. M. Polanco, Editor and Publisher. Subscription, \$9; claimed average circulation for year 1913, 5,000; 4 pages, 5 columns, length of columns, 20 in.; width, 2½ in. Can not use matrices.

Advertising rates upon application.

HAVANA—Population 350,000. On north coast, distant 90 miles from Key West, Fla. The largest city and most important commercial center in the West India Islands. Direct steamer connection with New York, Philadelphia, Baltimore, Jacksonville and New Orleans; has excellent harbor and a most extensive export trade in cigars, tobacco, tropical fruits, sugar, coffee and rice.

BOHEMIA—Every Sunday. Spanish-News and Comment. Issues monthly supplements under name of **BOHEMIA MODES** and **BOHEMIA MUSICA**. Established 1910. Miguel A. Quevado, publisher. Subscription, \$12; claimed average circulation for year 1913, 10,000; 48 pages, 4 columns; length of columns, 12 in.; width, 2¾ in. Office, Frocadero 89-93.

Advertising rates, \$1.50 an inch.

CUBA—Every morning and evening. Spanish-Conservative. Established 1907. Emilio Villaverde, publisher. Subscription, \$12; claimed average circulation for year 1913, 32,500; 10 to 12 pages, 7 columns; length of columns, 22 in.; width, 2½ in.

Advertising rates, 30 cts. an inch.

CUBA ILUSTRADA—Monthly (1st). Spanish-Literary. Established 1899. Emilio Villaverde, publisher. Subscription, \$1; claimed average circulation for year 1913, 27,000; 36 to 40 pages, 3 columns; length of columns, 10¼ in.; width, 2½ in. Can use matrices. Forms close 20th of month preceding. Office, Empedrado 42.

Advertising rates, full page, \$20; ½ or ¼ page, pro rata, with discounts of 5, 10, 15 or 20% on 3, 6, 9 or 12 months contract.

CUBA Y AMERICA—Monthly (1st). Spanish-Literary. Established 1897. Ramundo Cabrera, publisher. Subscription, \$10; claimed average circulation for year 1913, 10,000; 8 to 100 pages, 2 columns; length of columns, 9 in.; width, 3 in. Can use matrices.

Advertising rates, full page, \$22; ½ page, \$12; ¼ or ⅓ page, pro rata.

DIARIO DE LA MARINA—Every morning and evening. Spanish-Liberal. Established 1839. Diario de la Marina, publisher. Subscription, \$15; circulation—not given by publisher; 10 to 16 pages, 6 columns; length of columns, 21 in.; width, 2½ in. Can use matrices. Office, Zulueta. Esquina a Neptuno.

Advertising rates upon application.

EL MUNDO—Every morning including Sunday. Spanish-Independent. Established

CUBA

1901. J. M. Góvin, publisher. Subscription, \$10; circulation—not given by publisher; 14 to 16 pages, 7 columns; length of columns, 21½ in.; width, 2½ in. Can use matrices.

Advertising rates, regular, 40 cts. an inch; next to reading, 80 cts. an inch; in red ink, \$1; in red ink on first page, \$5 an inch.

GALICIA—Every Saturday. Spanish-Literary and general news. Established 1902; J. B. Cerdeira, publisher. Subscription, \$6; claimed average circulation for year 1913, 13,500; 24 to 30 pages, 2 columns, length of columns, 8½ in.; width, 2½ in. Can not use matrices. Office Obrapia 38.

Advertising rates upon application.

LA DISCUSION—Every evening and Sunday morning. Spanish-Independent. Established 1888. Manuel M. Coranado, publisher. Subscription, \$11; claimed average circulation for year 1913, 20,000; 16 pages, 7 columns; length of columns, 20¼ in.; width, 2¼ in. Can use matrices. Office, San Ignacio 5-7.

Advertising rates, 40 cts. an inch; head of columns (except third or last page) or on third or last page, (except head of column), 50 cts. an inch; third or last page, head of column, 60 cts.; imitation of reading matter or amongst same, 80 cts. an inch; color advertising, \$1; Classified, 20 cts. an inch.

LA LUCHRA—Every morning and evening except Sunday. English and Spanish. Independent. Established 1884. A. San Miguel, publisher. Subscription, \$10; claimed average circulation for year 1913, 20,950; 6 pages, 6 columns; length of columns, 21½ in.; width, 2¼ in. Can use matrices. Office, O'Reilly, 9.

Advertising rates, 40 cts. an inch; society page, 60 cts.; Women's page, 75 cts.; English page, 80 cts.; next to reading matter, 80 cts. Reading notices, \$2 an inch. Classified, wants, 30 cts. an inch.

LA POLITICA COMICA (Cuban National Weekly)—Every Sunday. Independent. Ricardo De La Torre, publisher. Subscription, \$3; claimed average circulation for year 1913, 28,000; 16 pages, 3 columns; length of columns, 11¼ in.; width, 2½ in. Can use matrices.

Advertising rates, \$2 an inch.

LA VIDA—Every evening except Sunday. Spanish-Republican. Established 1889. Juan Miralles Marimon, publisher. Subscription, \$9; sworn average circulation for year 1913, 15,000*; 4 pages, 7 columns, length of columns, 20½ in.; width, 2½ in. Can use matrices. Office, Amargura 54.

Advertising rates, 25 cts. an inch.

POST—Every morning including Sunday. Independent. Established 1897. Geo. M. Bradt, publisher. Subscription, \$7.50; claimed average circulation for year 1913, 8,500; 8 pages, 7 columns; length of columns, 20½ in.; width, 2½ in. Can use matrices.

CUBA

Advertising rates, 50 cts. an inch; 30 times, 45 cts.; 90 times, 40 cts.; 180 times, 35 cts.; 365 times, 30 cts. an inch. Reading notices, 10 cts. a line. Classified, 1c. per word.

MATANZAS—Population 64,385. Located 56 miles S. E. of Havana, in a thriving agricultural district. A railroad center and is one of the chief ports of Cuba. Exports sugar, molasses, honey, bees-wax, coffee, fruit, etc.

EL REPUBLICANO—Every morning. Independent. Established 1900. Paulino Soles y Ca, editor and publisher. Subscription, \$5.20; claimed average circulation for year 1913, 3,000; 60 pages, 6 columns, length of

CUBA

columns, 22½ in.; width, 2½ in. Can use matrices.

Advertising rates, 10 cts. an inch, with discount for time and space.

SANTIAGO—Population 60,000. On the coast. Lumbering interests in cedar, mahogany, ebony and other valuable woods extensive; tobacco, coffee and sugar extensively raised.

INDEPENDENCIA (La)—Every evening except Sunday. Spanish-Independent. Established 1898. Juan E. Ravelo, publisher. Subscription, \$10; average circulation for year 1913, 3,000; 8 pages, 7 columns; length of columns, 22 in.; width, 2 in. Can use matrices. Advertising rates on application.

PORTO RICO

MAYAGUEZ—Population 22,000. On Western coast. Trade center for a wide and very rich agricultural section. Sugar, coffee, rice, tobacco, corn and fruit generally grown extensively. Lumber interests quite important. Road construction and irrigation work being carried on quite extensively.

DIARIO DEL OESTE—Every day except Sunday. Mayaguez Printing Company, publishers. Subscription, \$6; average circulation for year 1913, 2,500.

Advertising rates, upon application.

LA BANDERA AMERICANA—Every day including Sunday. Republican. Established 1898. Genaro Cortes, publisher. Subscription, \$6; claimed average circulation for year 1913, 2,500; 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates on application.

PONCE—Population 63,444. Commercial metropolis of the southern part of Island; about two miles inland, surrounded by excellent farming region devoted to growing coffee, sugar, tobacco and fruits. Lumber industry quite extensive. Has foundry, machine and railroad repair shops and straw hat manufactory. Irrigation work to reclaim 35,000 acres of land in vicinity progressing rapidly; road construction and educational work also making marked progress.

EL DIA—Every evening except Sunday. Unionist. Subscription, \$7.20; claimed average circulation for year 1913, 2,000; 12 pages, 6 columns; length of columns, 19 in.; width, 2½ in.

Advertising rates, 5 cts. an inch.

PUERTO RICO EAGLE—Every evening except Sunday. Republican. Established 1902. Subscription, \$6; claimed average circulation for year 1912, 2,200; 10 pages, 6

columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 6 cts. an inch.

SAN JUAN—Population 48,716. An Island off the north coast connected by bridges to the mainland. The most important commercial center of Porto Rico, whose imports and exports for one year aggregated \$78,705,364, 88% of which trade was with the United States. Sugar, coffee, rice and corn grown extensively; also oranges, pineapples, coconuts and grape fruits. Three piers costing \$1,000,000, now in course of erection, and plans are under way providing for an ample system of streets for warehouse district; deep draft bulkheads along the marginal streets; discharge sheds and up-to-date facilities for quickly and economically loading and unloading cargoes. Has foundry, machine, boot and shoe shops and straw hat factory. Road construction in vicinity and throughout the island has been given much attention since the American occupation, and education shows marked progress.

CORRESPONDENCIA (La)—Every evening except Sunday and SUNDAY MORNING. Spanish-Independent. Established 1890. Uzeno Gandia, publisher. Subscription, \$8; claimed average circulation for year 1913, 4,250; 8 pages, 7 columns; length of columns, 22 in.; width, 2½ in. Can use matrices.

Advertising rates, 12 cts. an inch. Composition, 3 cts. an inch additional.

DEMOCRACIA (La)—Every evening except Sunday. Spanish-Federal. Established 1890. Luis Munoz Rivera, publisher. Subscription, \$7.20; circulation—not given by publisher. 8 pages, 6 columns; length of columns, 20 in.; width, 2½ in.

Advertising rates, 10 cts. an inch, with discount for time and space.

PUERTO RICO ILUSTRADO—Every Saturday. Literary and Comment. Established

PORTO RICO

1910. Real Hermanos, publisher. Subscription, 50 cts.; claimed to have a wide circulation; 48 pages, 3 columns; length of columns, 10½ in.; width, 2¼ in. Can use matrices. Forms close Wednesday. Office, No. 1 Tanca Street.

Advertising rates \$1 an inch; full page, \$18.75; ½ page, \$10; ¼ page, \$7; ¼ page, \$6.25; ⅓ page, \$4.25; ⅓ page, \$3.25, with discounts of 5 or 10% on 6 or 12 months contracts.

PORTO RICO PROGRESS—Every Saturday. Literary. Established 1910. Vernon H. Petre, editor and publisher. Subscription, \$2. average circulation for year 1913, 5,600; 32 pages, 4 columns; length of columns, 11¼ in.; width, 2 in. Forms close 7 days in advance.

PORTO RICO

Advertising rates, 1 page, \$16; ½ page, \$9; ¼ page, \$5; ⅓ page, \$3. Discounts on 4, 13, 26 and 52 times. Next to or opposite reading matter, 12½ % extra; front page, facing editorial page or first page following text, 33½ % extra; inside cover (one color), 50%, or outside cover (one color), 100% additional.

TIEMPO (El)—'The Times'—Every evening except Sunday. Spanish-Republican. Established 1906. The Times Publishing Co., publishers. Subscription, \$6; claimed average circulation for first three months 1914, 5,000; 12 pages, 7 columns; length of columns, 20 in.; width, 2½ in. Can use matrices.

Advertising rates, on yearly contracts, 500 in., 10 cts.; 2,000 or more in., 8 cts. an inch. Set matter, 2 cts. an inch additional.

HAWAIIAN ISLANDS

HONOLULU—Population 82,028. Has regular steamer connection with San Francisco, Victoria, B. C., Australia and Asiatic ports. The commercial metropolis of the territory, with most extensive exports of sugar, rice, coffee and pineapples. Cattle and sheep extensively raised and a growing trade in tobacco culture is certain. Industries include foundry and machine shops, sugar mill machinery, and commercial fertilizer manufacturing plants. Hawaii imported from the United States goods within one year to the value of \$70,000,000; all of which was handled through Honolulu. This includes automobiles to the value of \$1,024,238, and accessories \$305,165 additional; breadstuffs, \$2,396,062; cotton and its manufactures \$2,605,868; iron and steel manufactures, \$5,335,173; leather, boots and shoes, \$568,000; tobacco, \$772,027; paper manufactures, \$665,629; jewelry, \$144,986; meat products, \$1,134,432; wines, spirits and malt liquors; \$801,550; drugs, chemicals and proprietary medicines, \$401,497. The Federal Government maintains a College of Agriculture and Mechanical Arts, which among others includes courses in agriculture, engineering and household economics. Bank deposits during 1912, \$18,189,135.50.

JAPANESE CHRONICLE—Every morning except Mondays. Japanese-Conservative. Established 1904. H. Tsurushima, publisher. Subscription, \$6; claimed average circulation for 1913, 1,931; 8 pages, 8 columns; length of columns, 13¼ in.; width, 2½ in.

Advertising rates, 75 cts. an inch, with liberal discounts on time contracts.

SHINPO—Daily (morning and evening), including SUNDAY morning. Japanese. Established 1890. Hawaii Shinpo Sha, publishers. Subscription, \$6; claimed average circulation for year 1913, 3,421; 8 pages, 9 columns; length of columns, 14¼ in.; width, 2¼ in. Cannot use matrices.

Advertising rates, 50 cts. an inch, with liberal discounts on time contracts. Reading notices, 10 cts. a line first insertion; each succeeding insertion up to two weeks, 7 cts., and 5 cts. a line for each insertion for balance of month.

STAR-BULLETIN—Every evening except Sunday, and SEMI-WEEKLY. Independent-Republican. Established 1886. The Honolulu Star-Bulletin. Limited, publishers. Subscription, daily, \$8; Semi-weekly, \$2; sworn detailed average circulation for six months ending August, 1914, daily, 4,801*; semi-weekly, 2,100; daily, 16 to 24 pages, 7 columns; length of columns, 20 in.; width, 2½ in.; semi-weekly, 8 pages, 6 columns; length of columns, 19¼ in.; width, 2½ in. Can use matrices.

Advertising rates, \$1 an inch; on yearly contract, 50 cts.; 100 in., 40 cts.; 250 in., 30 cts.; 400 in., 20 cts. an inch. Special positions, 10 or 25% extra. Composition, 5 cts. an inch additional. Reading notices, 15 cts. a line; 100 lines, 9 cts.; 250 lines, 8 cts.; 500 lines, 7 cts.; 1,000 lines, 6 cts. a line.



PHILIPPINE ISLANDS

MANILA—Population 245,000. Being a part Luzon Island and situated on Manila Bay. Chief products, rice, copra, lumber, gold and iron. Other industries are rope, cotton fabric, mat, hemp braid, hat jusi and pens cloth, embroidery, and cigar factories.

BULLETIN—Every morning except Sunday. Independent. Established 1900. Bulletin Publishing Co., publishers. Subscription, \$20; claimed average circulation for six months ending June 1914, 2,500; 16 to 20 pages, 6 columns, length of columns, 19½ in.; width, 2½ in. Can use matrices.

Advertising rates, 23 cts. an inch; 50 in.; on yearly contract, 20 cts.; 500 in., 18 cts.; 1,000 in., 16 cts.; 2,000 in., 15 cts.; 3,000 in., or more, 14 ½ cts. an inch.

CABLENEWS-AMERICAN; Every morning except Monday. Independent. Established 1899. Newspaper Publishing Co., publishers. Subscription, \$10; claimed average circulation for six months ending June 1914, 3,500; 14 to 32 pages, 7 columns, length of columns, 20 in.; width, 2¼ in. Can use matrices.

Advertising rates, \$1 an inch; two times or two in. one time, \$1 50; 500 in., on yearly contract, 28 cts.; 1,000 in., 27 cts.; 2,000 in., 25 cts.; 3,000 in., 24 cts.; 10,000 in., or more, 21 cts. an inch. Special positions first page, double price; editorial page, 25% extra. Other position charges upon application.

PHILIPPINE EDUCATION—Monthly (1st). Educational. Established 1904. Philippine Educational Co. (Inc.), publishers. Subscription, \$1; claimed average circulation for year 1913, 4,000; 00 pages, 2 columns, length of columns, 10 in.; width, 3½ in. Can use matrices. Forms close 20th of month preceding. Office, 34 Escolta.

Advertising rates, \$2 50 an inch; full page, \$30; ½ page, \$18; ¼ page, \$10.

PHILIPPINE FREE PRESS—Every Saturday. English and Spanish—Independent. Established 1906. R. McCulloch Dick, publisher. Subscription, \$4; claimed average circulation for 1913, 6,400; 32 pages, 00 columns, length of columns, 00 in.; width, 00 in. Can use matrices.

Advertising rates, full page, \$25; ½ page, \$12.50; ¼ page, \$7.50.



GROUP DIRECTORY

DAILY NEWSPAPERS

A COMPLETE LIST OF THE DAILY PAPERS (INCLUDING WEEKLY, SEMI-WEEKLY AND SUNDAY EDITIONS), HAVING A CIRCULATION OF FIVE THOUSAND OR OVER OR SPECIALLY DESIRABLE FOR GENERAL ADVERTISING. THE RATES FOR WHICH ARE GIVEN IN THE GENERAL CATALOGUE IN THIS VOLUME.

[D. stands for daily, S. for Sunday, W. for weekly, S. W. for semi-weekly, T. W. for tri-weekly, M. for morning, E. for evening.]

ALABAMA

Birmingham, Age-Herald.....M	18,836
Age-Herald.....S	28,758
Age-Herald.....W	25,000
Ledger.....E	29,285
News.....E	35,066
News.....S	36,335
Gadsden, Journal.....E	5,508
Times-News.....E	5,300
Mobile...Item.....E & S	13,333
Post.....E	9,253
Register.....M	
Register.....S	
Montgomery, Advertiser.....M	15,869
Advertiser.....S	21,854
Journal.....E	11,122
Times.....E	7,560
Opelika, News.....D	3,440

ARIZONA

Phoenix, Ariz. Gazette.....E	6,544
Republican.....M & S	6,820
Tucson, Citizen.....E	3,500

ARKANSAS

Fort Smith, S. W. American, M & S	10,155
Times-Record.....E	
Times-Record.....S	
Little Rock, Democrat.....E	12,548
Gazette.....M & S	22,677
Gazette.....W	
Pine Bluff, Graphic.....M	4,291
Texarkana, Four States Press...M	4,500

CALIFORNIA

Bakersfield, Californian.....E	5,017
Echo.....M & S	4,500
Berkeley, Gazette.....E	6,871
Fresno...Herald.....E	5,086
Republican.....M & S	19,671
Long Beach, Press.....E	4,211
Telegram.....E	1,376
Los Angeles, Examiner.....M	79,499
Los Angeles, Examiner.....S	142,358
Express.....E	54,082
Herald.....E	104,871
Record.....E	37,446
Times.....M	59,712
Times.....S	90,343
Tribune.....M & S	60,624
Oakland, Enquirer.....E	21,637
Tribune.....E & S	41,053
Pasadena Star.....E	8,704
Sacramento, Bee.....E	26,557
Bee.....Sat.	27,677
Star.....E	6,963
Union.....M	12,577
Union.....S	14,464
San Diego, Sun.....E	14,623
Union.....M	23,308
Union.....S	18,105

San Francisco, Bulletin.....E	104,767
Calif. Demokrat.....M	6,520
Calif. Sonntags Blatt...S	6,520
Call.....E	84,903
Chronicle.....M	89,688
Chronicle.....S	106,000
Examiner.....M	126,095
Examiner.....S	233,704
Italia.....S	9,765
Japanese American...D	12,000
Japanese New World.....S	
News.....M & S	10,783
Voce del Popolo.....E	35,047
San Jose, Mercury-Herald.....M	5,250
Mercury-Herald.....S	11,700
Stockton, Record.....E	12,450
Record.....E	7,704

COLORADO

Colorado Springs, Gazette...M & S	4,407
Evening Telegraph.E & S	5,122
Denver...Express.....E	19,824
Great Divide.....E	115,000
Herold.....E	7,500
Herold.....W	14,500
Mining Record.....E	
Post.....E	62,000
Post.....S	90,955
Record-Stockman.....E	18,961
Record-Stockman.....W	26,113
Rocky Mt. News...M	43,429
Rocky Mt. News...S	67,029
Times.....E	22,895
Pueblo, Chieftan.....M	11,142
Star-Journal.....E	10,467
Star-Journal.....S	11,854

CONNECTICUT

Ansonia, Sentinel.....E	5,100
Bridgeport, Farmer.....E	11,223
Post.....E	12,735
Post.....S	8,956
Standard.....E	8,790
Telegram.....M	10,086
Danbury, News.....E	6,092
News.....W	6,703
Hartford, Courant.....M	6,250
Courant.....S-W	17,033
Post.....E	
Post.....S	
Times.....E	23,165
Meriden, Journal.....E	7,000
Record.....M	7,000
Middletown Penny Press.....E	8,440
New Britain Herald.....E	5,615
Record.....E	5,876
New Haven Journal and Courier.M	12,727
Register.....E	19,236
Register.....S	15,630
Times-Leader.....E	

New Haven, Union.....	F	18,286	Chicago, Denni Hlasatel....	M & S	34,500
Union.....	S	10,725	Dziennik Chicagoski ..	E	24,167
New London Day.....	E	7,743	Dziennik Ludowy	M	10,657
Norwich Bulletin.....	M	8,547	Dziennik Ludowy	W	13,133
Waterbury American.....	E	7,300	Dziennik Narodowy	E	
Democrat.....	E	4,482	Examiner.....	M	223,814
Herald.....	E	25,493	Examiner.....	S	524,922
Republican.....	M		Farmers' & Drovers' ..		
Republican.....	S		Journal.....	E	50,658
DELAWARE			Herald.....	D	153,746
Wilmington Every Evening....	E	11,589	Herald.....	S	212,667
Journal.....	E	14,837	Hlasatel.....	S-W	43,500
News.....	M	10,517	Illinois Staats Zeitung..	M	
DISTRICT OF COLUMBIA			Jewish Courier.....	M	36,874
Washington Herald.....	M & S	32,122	Jewish Courier.....	S	39,765
Post.....	M	32,246	Jewish Press.....	M	
Post.....	S	51,450	Journal.....	E	120,520
Star.....	E	63,393	Live Stock World.....	D	46,570
Star.....	S	47,698	Live Stock World.....	W	60,535
Times.....	E & S	42,605	Ludovy Dennik.....	E	
FLORIDA			National Hotel		
Gainesville Sun.....	M	2,400	Reporter.....	D	
Sun.....	S-W	5,600	News.....	E	352,395
Jacksonville Metropolis.....	E	18,223	Post.....	E	58,829
Times-Union.....	M	22,849	Racing Form.....	M	12,477
Times-Union.....	S	24,921	Skandinaven.....	E	18,000
Pensacola Journal.....	M & S	7,343	Skandinaven.....	S	18,000
News.....	E	5,627	Skandinaven.....	S-W	35,000
Tampa...Times.....	E	15,029	Sonntagpost.....	S	39,570
Tribune.....	M & S	18,782	Spravednost.....	M & S	13,500
Tribune.....	W	11,060	Staats Zeitung		
GEORGIA			(Westen).....	S	
Atlanta...American.....	S	98,552	Svornost.....	E	22,765
Constitution.....	M	44,331	Svornost.....	S	30,760
Constitution.....	S	48,783	Svornost (Amerikan) ..		
Constitution.....	T-W	104,979	Svornost (Duch Casu)..	W	40,675
Georgian.....	E	51,397	Tribune.....	M	261,278
Journal.....	E	52,220	Tribune.....	S	406,556
Journal.....	S	57,542	Zgoda.....	D	26,560
Journal.....	S-W	108,721	Zgoda.....	W	109,000
Augusta...Chronicle.....	M	9,353	Danville Commercial News..	E	12,618
Chronicle.....	S	10,999	Press-Democrat ..	M & S	10,418
Herald.....	E	10,465	Decatur...Herald.....	M	13,498
Herald.....	S	10,266	Herald.....	S	13,327
Columbus Enquirer-Sun.....	M	6,400	Review.....	E	13,442
Enquirer-Sun.....	S	6,800	Review.....	E	12,546
Ledger.....	E	8,053	East St. Louis Journal.....	E	9,085
Ledger.....	S	8,650	National Live Stock Re-		
Macon...News.....	E	12,606	porter.....	E	19,885
Telegraph.....	M	16,594	Elgin...Courier.....	E	6,372
Telegraph.....	S	18,316	News.....	E	6,562
Savannah News.....	M	13,196	News (Advocate).....	W	2,110
News.....	S	19,498	Freeport Journal Standard..	E	5,500
News.....	S-W	5,000	Galesburg Mail.....	E	
Press.....	E	11,892	Republican-Register ..	E	8,484
IDAHO			Granite City Naroden Glas..	M	
Boise...Capital News.....	E	9,964	Joliet...Herald.....	E & S	8,342
Idaho Statesman.....	D	12,610	News.....	E	7,552
Idaho Statesman.....	S	12,558	LaSalle. Post.....	E	6,195
ILLINOIS			Moline...Dispatch.....	E	9,449
Alton...Telegraph.....	E	4,557	Mail.....		5,000
Aurora...Beacon-News.....	E	15,414	Peoria...Democrat.....	E	
Bloomington Bulletin.....	E & S	7,172	Herald-Transcript ..	M	
Pantagraph.....	M	15,922	Herald-Transcript ..	S	
Canton...Ledger.....	E	5,167	Journal.....	E	18,475
Register.....	E	5,388	Journal.....	S	12,500
Champaign News.....	M & E	5,952	Sonne.....	E	
News.....	S-W	3,653	Star.....	E	21,231
Chicago. Abendpost.....	E	48,308	Star.....	S	10,876
American.....	E	355,008	Quincy...Herald.....	E	9,006
Arbeiter Zeitung.....	E	15,000	Journal.....	E	7,945
Arbeiter Zeitung.....	S	24,000	Whig.....	M	
Arbeiter Zeitung.....	W	4,000	Whig.....	S	
Chicagoer Presse.....	E		Rockford Register-Gazette..	E	10,249
			Republic.....	E	

Rockford, Star	M & S	9,301
Star	S	10,062
Rock Island Argus	E	6,344
Union	E	
Springfield News	E	
Record	E & S	
State Journal	M	14,103
State Journal	S	10,769
State Register	M & S	20,649
Sterling, Gazette	E	5,194
Standard	D	5,000

INDIANA

Anderson, Bulletin	E	5,919
Herald	M	5,355
Herald	S	5,563
Crawfordsville Journal	E	4,599
Elkhart, Truth	E & S	4,590
Evansville Courier	M	18,826
Courier	S	12,356
Demokrat	M & S	5,261
Demokrat	S-W	9,105
Journal-News	E	14,330
Journal-News	S	13,521
Press	E	13,979
Ft. Wayne Journal-Gazette	M	26,200
Journal Gazette	S	22,425
News	E	12,844
Sentinel	E	11,894
Gary, Tribune	E	4,106
Hammond Lake Co. Times	E	10,756
Huntington Herald	E	4,675
Indianapolis Commercial	M	5,000
Indiana Times	E	51,097
News	E	107,327
Star	M	81,360
Star	S	84,197
Telegraph and Tribune		
(Ger.)	E	10,825
Kokomo, Tribune	E	5,569
Lafayette Courier	E	5,482
Journal	M	9,320
Journal (Times)	S	5,000
Logansport Journal-Tribune	M & S	6,110
Pharos Reporter	E	5,240
Marion, Chronicle	E	7,940
Leader-Tribune	M	8,875
Leader-Tribune	S	9,035
Muncie, Press	E	9,120
Star	M & S	21,137
Richmond Item	E	5,443
Palladium and Sun		
Telegram	E & S	8,057
South Bend News-Times	M & S	15,844
Tribune	E	14,363
Terre Haute Post	E	7,625
Star	M	21,939
Star	S	16,827
Tribune	E	15,654
Tribune	S	14,073

IOWA

Burlington Gazette	E	7,177
Hawkeye	M & S	9,818
Cedar Rapids Gazette	E	12,117
Republican and Times		
.....	M & E	15,510
Republican	S	15,510
Clinton, Advertiser	M	10,305
Herald	E	7,486
Council Bluffs Nonpareil	M & S	15,879
Nonpareil	E	15,879
Davenport, Democrat and		
Leader	E & S	21,600
Demokrat	M & S	4,212
Demokrat	W	12,284
Demokrat	S-W	4,103

Davenport, Times	E	24,795
Des Moines, Capital	E	45,977
News	E	41,997
News	S	35,689
Register and Leader	S	44,510
Register and Leader	M & E	63,088
Tribune		
Dubuque, Telegraph-Herald	M & E	13,118
Telegraph-Herald	S	13,118
Telegraph-Herald S-W		9,558
Times-Journal	M & E	11,982
Times-Journal	S	14,232
Ft. Dodge, Messenger	E	5,513
Keokuk, Constitution	Dem.	5,590
Gate City	E & S	6,097
Marshalltown, Times-Republican	E	14,283
Mason City, Globe Gazette	E	4,976
Muscatine, Journal	E	7,042
Ottumwa, Courier	E	8,848
Courier	T-W	4,000
Sioux City, Journal	M & E & S	43,393
Live Stock Record	E	
News	E	15,631
Tribune	E	43,930
Waterloo, Courier and Reporter	E	14,385
Times-Tribune	M & S	7,021

KANSAS

Atchison, Champion	E & S	4,119
Globe	E	6,669
Hutchinson, Gazette	M & S	8,563
News	E	8,619
Kansas City, Gazette-Globe	E	8,195
Lawrence Journal-World	E	5,221
Leavenworth, Post	E	5,647
Times	M & S	7,621
Times	W	10,000
Pittsburg, Kansas Headlight	E	6,482
Kansas Headlight	W	4,284
Topeka, Capital	M & S	33,445
Capper's Weekly	W	247,765
State Journal	E	21,001
Wichita, Beacon	E	25,610
Eagle	M & S	37,131
Eagle	W	47,478
Live Stock Journal	E	6,500

KENTUCKY

Covington Kentucky Post	E	13,811
Frankfort State Journal	M & S	3,570
Lexington, Herald	M	8,718
Herald	S	8,288
Blue Grass Farmer	W	9,648
Leader	E	7,350
Leader	S	8,048
Louisville Anzeiger	M	6,687
Anzeiger	S	12,122
Anzeiger	W	11,452
Courier-Journal	M	28,591
Courier-Journal	S	50,541
Herald	M & S	37,214
Post	E	40,486
Times	E	49,189
Owensboro Messenger	M & S	5,071
Paducah News-Democrat	M & S	6,854
Sun	E	6,561

LOUISIANA

New Orleans Abeille	M	
Abeille	S	
Abeille	W	
Item	E & S	51,329
Item	W	22,000
States	E	33,284
States	S	34,743
Times-Picayune	M	55,872

New Orleans, Times-Picayune . . . S	69,703
Times-Picayune . . . S-W	8,000
Shreveport Journal . . . E	4,742
Times . . . M	9,700
Times . . . S	14,659
Times . . . S-W	9,138

MAINE

Augusta Journal . . . M	10,657
Bangor—Commercial . . . E	10,810
Commercial . . . W	23,932
News . . . M	11,920
News . . . S-W	5,000
Lewiston Journal . . . E	10,605
Journal . . . Sat	14,508
Sun . . . M	6,056
Portland, Eastern Argus . . . M	7,700
Express . . . E	19,537
Press . . . M	10,956
Press . . . S	5,200
Waterville Sentinel . . . M	6,299

MARYLAND

Baltimore American . . . M	78,135
American . . . S	104,913
American . . . S-W	11,060
Deutsche Corresp. . . M	8,689
Deutsche Corresp. . . S	10,200
Journal (Sonntags Post) . . . S	22,575
News . . . E	70,930
News . . . S	55,893
Star . . . E	43,281
Sun . . . M	89,796
Sun . . . E	40,836
Sun . . . S	80,791
Cumberland News . . . M	7,626
Press . . . E	9,772
Times (Alleganian) . . W	3,377

MASSACHUSETTS

Attleboro Sun . . . E	4,834
Boston.. Advertiser . . . M	
American . . . E	371,911
American . . . S	352,937
Christian Science Moni- tor . . . E	55,425
Globe . . . M & E	156,711
Globe . . . S	276,010
Herald . . . M	155,777
Herald . . . S	60,633
Journal . . . M	
News Bureau . . . M & E	9,625
Post . . . M	372,045
Post . . . S	301,104
Record . . . E	
Transcript . . . E	27,492
Transcript . . . Sat	39,813
Transcript . . . W	
Traveler-Herald . . . E	
(For circulation see Herald)	
Brockton Enterprise . . . E	13,977
Times . . . E	12,772
Fall River Globe . . . E	
Herald . . . E	8,300
News . . . E	7,500
Fitchburg Raivaaja . . . E	9,000
Sentinel . . . E	5,220
Gloucester Times . . . E	7,024
Haverhill Gazette . . . E	11,271
Holyoke Telegram . . . E	
Transcript . . . E	9,595
Lawrence American . . . E	7,180
Sun . . . M	5,650
Sun . . . S	11,767
Telegram . . . E	8,298

Lawrence, Tribune (including Eagle) . . . E	11,408
Lowell... Courier-Citizen . . M & E	16,185
Etoile . . . E	5,100
Sun . . . E	
Lynn... Item . . . E	13,209
News . . . E	
Telegram . . . E	
Malden... News . . . E	7,288
New Bedford Mercury . . . M	20,324
(Including Evening Standard)	
Standard . . . S	13,839
Times . . . E	
Times . . . S	
Newburyport News . . . E	6,585
North Adams Transcript . . . E	5,807
Northampton Gazette . . . E	5,395
Pittsfield Eagle . . . E	12,475
Eagle . . . W	13,572
Salem... News . . . E	19,498
Springfield News . . . E	12,632
Republican . . . M	17,008
Republican . . . S	18,463
Republican . . . W	4,833
Union . . . M & E	29,609
Union . . . S	18,858
Taunton, Gazette . . . E	5,812
Herald-News . . . E	5,250
Worcester Gazette . . . E	21,904
Opinion Publique . . . E	5,471
Post . . . E	12,016
Telegram . . . M	28,149
Telegram . . . S	32,860

MICHIGAN

Adrian.. Telegram . . . E	10,255
Ann Arbor Times-News . . . E	6,974
Battle Creek Enquirer . . . M & S	7,321
Journal . . . E & S	5,000
News . . . E	4,862
Bay City Times . . . E	11,654
Tribune . . . M & S	10,300
Detroit.. Abend Post . . . E & S	
Abend Post (Familien Blaetter) . . . S-W	
Dziennik Polskie . . . E	12,350
Free Press . . . M	68,254
Free Press . . . S	101,259
Journal . . . E	80,572
Journal . . . S-W	5,000
News . . . E	141,018
News-Tribune . . . S	113,643
News-Tribune . . . M	41,736
Times . . . E	36,315
Flint... Journal . . . E	17,796
Press . . . E	
Grand Rapids Herald . . . M & S	35,000
News . . . E	23,664
Press . . . E	67,152
Hancock.. Tyomies . . . M	13,000
Houghton, Mining Gazette . M & S	7,418
Jackson.. Citizen-Press . . . E	13,388
Patriot . . . M	10,662
Patriot . . . S	11,817
Kalamazoo, Gazette . . . M	16,057
Gazette . . . S	16,652
Telegraph-Press . . . E	13,520
Lansing.. Press . . . E	7,405
State Journal . . . E	14,640
Muskegon, Chronicle . . . E	7,000
Times . . . M & S	5,800
Pontiac.. Press-Gazette . . . E	8,045
Port Huron, Times-Herald . . E	13,236
Saginaw, Courier-Herald . . . S & M	14,590
News . . . E	18,221

MINNESOTA

Crookston. Times	E	7,892
Duluth..Herald	E	28,231
Herald	W	
News-Tribune	S & M	23,204
Paivhehti	E	6,000
Hibbing. Tribune	E	4,378
Mankato. Free Press	E	4,250
Minneapolis. Journal	E	83,170
Journal	S	85,447
News	E	57,892
Tidende	E	7,010
Tidende	S	7,177
Tidende	W	34,780
Tribune	M & E	98,688
Tribune	S	147,771
Tribune	S-W	18,435
St. Paul.. Dispatch	E	69,658
Dispatch	W	211,464
News	E & S	70,943
Pioneer Press	M	51,661
Pioneer Press	S	65,896
Volkszeitung	E	14,587
Volkszeitung	W	16,087
Winona.. Independent	M & S	4,089
Republican-Herald	E	4,202

MISSISSIPPI

Jackson. Clarion-Ledger	M	6,265
Clarion-Ledger	S	8,263
News	E & S	8,312
Meridian Star	S	5,566
Star	E	5,333

MISSOURI

Hannibal Courier-Post	E	5,150
Joplin... Globe	M & S	15,424
News-Herald	E & S	10,444
Kansas City Drivers' Telegram	E	37,630
Journal	M	78,782
Journal	S	75,017
Journal	W	251,215
Post	E	127,772
Post	S	118,659
Post	W	110,000
Star	E	184,437
Star	S	177,526
Star	W	304,818
Times	M	180,328
St. Joseph Gazette	M	19,966
Gazette	S	22,526
News-Press	E	39,493
Stock Yards Journal	E	9,368
St. Louis. Amerika	M & S	18,316
Amerika	S-W	
Globe-Democrat	M	119,744
Globe-Democrat	S	164,381
Globe-Democrat	S-W	94,614
Post-Dispatch	E	171,214
Post-Dispatch	S	307,524
Republic	M	115,196
Republic	S	136,521
Republic	S-W	156,768
Star	E	56,748
Times	E	81,027
Westliche Post	M	21,087
Westliche Post	S	24,825
Westliche Post, Country Edition		00,000
Springfield. Leader	E & S	11,215
Republican	M & S	10,800

MONTANA

Anaconda Standard	M	10,512
Standard	S	15,549
Billings. Gazette	M	8,556
Journal	E	

Butte... Miner	M	8,565
Miner	S	14,262
Post	E	11,731
Great Falls Tribune	M & S	6,855
Helena.. Independent	M & S	5,360
Montana Record	E	7,475
Montana Record	W	5,000
Missoula. Missoulian	S	
Missoulian	S	
Sentinel	E	

NEBRASKA

Hastings Tribune	E	5,640
Star	E	25,620
Star	S	
Lincoln. State Journal and Evening News	M & E	34,156
State Journal	S	15,773
Nebraska City News	E	2,213
News	W	5,362
Norfolk.. News	E	9,415
Omaha... Bee	M & E	52,379
Bee	S	43,212
News	E	73,936
News	S	45,543
Tribune	D	9,200
Tribune	W	11,600
World-Herald	M	58,454
World-Herald	S	45,029
South Omaha Drivers - Journal Stockman	E	18,576

NEVADA

Reno.... Gazette	E	3,828
State Journal	M & S	4,736

NEW HAMPSHIRE

Manchester Mirror and American	E	4,615
Mirror and Farmer	W	
Union Leader	M & E	27,032
Nashua.. Telegraph	E	5,200

NEW JERSEY

Asbury Park Press	E & S	6,938
Atlantic City Evening Union	E	
(See Press)		
Press	M	14,203
Review	M	7,918
Bridgeton News	E	5,357
Burlington Enterprise	E	5,066
Camden. Courier	E	10,820
Post-Telegram	E	11,507
Elizabeth Journal	E	13,416
Times	E	8,403
Hackensack Record and Bergen County Herald	E	5,961
Hoboken. Hudson Observer	E	37,840
Jersey City. Jersey Journal	E	26,613
Newark. Freie Zeitung	M	11,072
Freie Zeitung	S	15,000
News	E	75,587
Star	M & E	62,271
New Brunswick Home News	E	6,700
Passaic.. Herald	E	8,526
News	E	6,460
Paterson Call	M	11,944
Guardian	E	12,416
News	E	11,073
Press	E	5,000
Press (Chronicle)	S	5,000
Perth Amboy News	E	5,688
Plainfield Courier News	E	6,269
Town of Union. Weehawken P. O. Hudson Dispatch		10,000
Trenton. State Gazette	M	10,384
Times	E	23,985
Times Advertiser	S	16,680

NEW MEXICO

Albuquerque Journal M & S 7,386

NEW YORK

Albany Argus M & S 14,740
 Journal E 18,781
 Knickerbocker Press M 32,979
 Knickerbocker Press S 27,831
 Times-Union E 43,074

Amsterdam Recorder and Democrat E 4,634
 Recorder and Democrat S-W 3,470

Auburn Citizen E 6,506

Batavia News E 8,643

Binghamton Press and Leader E 26,564
 Republican Herald M 17,863
 Brooklyn Citizen E & S 32,893
 Eagle E & S 44,754
 Freie Presse E
 Freie Presse S
 Standard Union E 61,731
 Standard Union S 64,611
 Times E 38,142

Buffalo Commercial E 10,000
 Courier M 61,755
 Courier S 103,269
 Demokrat E 10,327
 Dziennik Wszy-Kich D 10,470
 Enquirer E 47,556
 Express M 41,346
 Express S 60,000
 Freie Presse E
 Freie Presse W
 News E 98,593
 News S 26,000
 Polak W. Ameryce E 4,950
 Times E 62,000
 Times S 63,000
 Volksfreund E 9,291

Corning Leader E 8,305

Cortland Standard E 4,465

Elmira Advertiser M & E 12,014
 Star-Gazette E 19,281

Geneva Times E 5,180

Glens Falls Post-Star M 5,605
 Times E 5,050

Gloversville Herald M 7,094
 Leader-Rep. E 5,964

Hornell Tribune-Times E 6,011

Ithaca Journal E 5,341
 News E 4,193

Jamestown Journal E 5,448
 Journal T-W 5,971
 Post M 7,605

Kingston Freeman E 5,450
 Union Sun E 5,234

Long Island City Star E 12,500
 Star W 6,200
 Star (Greenpoint) W 8,600

Malone Telegram E 4,538

Middletown Argus E 5,277
 Times-Press E 5,365

Mount Vernon Argus E 5,444

Newburgh News E 8,678

New York American M 282,520
 American S 770,027
 Amerikai Magyar Nepszava M 35,900
 Araldo Italiano M & S 35,000
 Atlantis E & S 30,209

New York, Beckwith Inter State

List
 Bolletino della Sera E 51,668
 Bollettino della Sera S 11,807
 Call M
 Call S
 Commercial M 36,158
 Cour. Etats Unis M 17,823
 Cour. Etats Unis S 28,968
 Cour. Etats Unis W 32,139
 Deutsches Journal M 48,736
 Deutsches Journal S 69,269
 Eloro, City Edition 8,553
 National Edition 17,000
 Giornale Italiano M & S
 Glas Naroda E 9,932
 Globe E 144,982
 Herald M 101,006
 Herald S 240,000
 Herold E 68,161
 Hrvatski Svijet E 9,000
 Jewish Forward E & S 158,492
 Jewish Journal M & S 96,345
 Jewish News E & S 56,800
 Journal E 758,534
 Journal of Commerce M 17,101
 Mail E 133,281
 North Side News E 9,000
 North Side News S 16,000
 Post E 30,004
 Post S-W
 Press M 88,216
 Press S 44,219
 Progresso Italo Americano M & S 64,444
 Russkaye Slovo E 35,000
 Staats Zeitung M & E 62,337
 Staats Zeitung S 59,236
 Staats Zeitung W
 Sun M 62,244
 Sun S 85,134
 Sun E 110,056
 Telegrafo E 32,000
 Telegram E 157,640
 Telegram S 113,429
 Telegraph M & S 36,088
 Times M & S 246,118
 Tribune M & S 55,335
 Volks Zeitung M
 Volks Zeitung S
 Volks Zeitung W
 Wall St. Journal M & E 13,083
 Wahrheit daily Herald E 101,148
 Womans Wear E
 World M 376,300
 World S 485,443
 World (each issue) T-W 90,000
 World E 384,822

Niagara Falls Gazette E 9,294

Ogdensburg News M & S 5,000

Oneonta Star M 5,451

Oswego Times E 3,772
 Times S-W 3,936

Poughkeepsie Enterprise E 4,600
 Star E 6,427

Rochester Abend Post E 6,550
 Democrat Chronicle M 64,126
 Democrat Chronicle S 52,914
 Herald M & S 32,744
 Post-Express E 17,047
 Times E 24,794

Advertising knowledge is not confined to the selection of media.
 You must know how and when to advertise. That is what the "Agency"
 is for.

Rochester, Union & Advertiser..E	38,584
Saratoga Springs, Saratogian...E	4,569
Schenectady, Gazette.....E	20,695
Union-Star.....E	17,048
Syracuse Herald.....E	38,412
Herald.....S	55,969
Journal.....E	40,065
Post-Standard.....M	50,107
Troy...Record.....M & E	22,560
Standard Press.....E	13,519
Times.....E	17,281
Times.....S-W	
Utica....Herald-Dispatch.....E	
Observer.....E	19,304
Observer.....S-W	
Press.....M	18,189
Press.....S-W	5,000
Watertown Standard.....E	10,267
Times.....E	13,414
Yonkers..Herald.....E	
News.....E	5,882
Statesman.....E	5,000

NORTH CAROLINA

Asheville Citizen.....M	9,486
Citizen.....S	7,398
Gazette-News.....E	4,154
Charlotte News.....E	8,033
News.....E	6,334
News (Times-Democrat).....S-W	6,099
Observer.....M	10,838
Observer.....S	16,152
Observer.....S-W	
Durham..Herald.....M	4,976
Sun.....E & S	5,070
Greensboro News.....M	8,687
News.....S	10,100
Raleigh..News and Observer..M & S	19,388
News and Observer...W	12,000
Times.....E	5,400
Wilmington Star.....M & S	4,690
Winston Salem Twin City Sentinel.....E	5,114
Western Sentinel...S-W	7,316

NORTH DAKOTA

Bismarck Tribune.....M	6,046
Fargo...Courier and News...M	10,280
Courier and News...S	12,600
Forum and Republican..E	11,300
Forum and Republican..W	5,500
Grand Forks Herald....E & M & S	18,613
Minot...Optic.....E	4,150
Optic.....W	5,000

OHIO

Akron...Beacon-Journal.....E	20,255
Press.....E	16,937
Times.....E	14,621
Ashtabula Beacon.....E	5,617
Volksblatt.....E	5,895
Canton..News.....E & S	11,260
Repository.....E & S	15,371
Cincinnati Commercial Tribune.....M & S	43,340
Enquirer.....M & S	52,263
Enquirer.....W	
Freie Presse.....M	19,407
Freie Presse.....E	47,912
Freie Presse.....S	49,550
Post.....E	171,684
Times-Star.....E	146,973
Volksblatt.....M	35,375
Volksblatt.....S	62,750
Volksblatt.....W	18,200
Cleveland American.....E & S	10,985
Leader.....M & S	69,850

Cleveland, Legal News & Recorder.....E	103,401
News.....E	116,846
Plaindealer.....M	147,510
Plaindealer.....S	174,847
Press.....E	46,302
Szabadsag.....M	34,400
Waechter und Anzeiger..E	21,500
Waechter und Anzeiger..S	59,286
Columbus Citizen.....E	69,384
Dispatch.....E	68,344
Dispatch.....S	
Express and Westbote..E	
Express.....W	
Express and Westbote..S	
Express (Westbote)..S-W	
Ohio State Journal...M	52,176
Ohio State Journal...S	31,324
Reporter.....M	9,195
Coshocton Times-Age.....E	4,219
Dayton..Herald.....E	21,800
Journal.....M	24,186
Journal.....S	25,680
News.....E	32,585
News.....S	15,224
East Liverpool Review...E	5,837
Tribune.....M	5,620
Findlay..Republican.....M	5,484
Hamilton Journal.....E	5,090
Republican-News.....E	6,138
Lima....News.....E & S	9,057
Republican Gazette..M & S	5,500
Times Democrat.....E	4,412
Lorain..Times-Herald.....E	5,018
Mansfield News.....E	7,133
Marion..Star.....E	6,631
Martins Ferry Times.....E	4,848
Massillon Independent.....E	5,372
Middletown, News Signal...E	4,080
Newark..Advocate.....E	4,910
American Tribune.....E	5,260
Portsmouth Blade.....M	5,795
Times.....E	7,639
Sandusky Register.....M & S	4,477
Star-Journal.....E	5,485
Springfield News.....D	11,868
News.....S	10,618
Sun.....M & S	11,846
Toledo..Blade.....E	40,000
Blade.....W	225,000
Echo Polskie.....D	16,000
Express (Ger.).....E	7,232
Express (Ger.).....W	11,208
News-Bee.....E	67,947
Times.....M	16,507
Times.....S	19,026
Youngstown Telegram.....E	15,149
Vindicator.....E	18,863
Vindicator.....S	15,000
Vindicator.....S-W	4,500
Zanesville Signal.....E	8,480
Times-Recorder.....M	15,834

OKLAHOMA

Ardmore Ardmoreite.....E & S	4,022
Enid...Eagle.....E & S	3,300
Guthrie..Leader.....E	12,482
Leader.....W	13,155
McAlester News-Capital.....E	3,651
Muskogee Phoenix.....M	10,910
Phoenix.....S	11,472
Live Stock News.....E	7,642
Times-Democrat.....E	10,882
Oklahoma City Live Stock News..E	7,842
News.....E	15,478
Oklahoman.....M	41,040
Oklahoman.....S	46,072

Oklahoma City, Times.....	E	13,643
Tulsa....Democrat.....	E & S	9,463
World.....	M	10,840
World.....	S	3,146
World.....	W	73,210

OREGON

Portland..Journal.....	E	49,322
Journal.....	S	54,025
Journal.....	S-W	14,500
News.....	E	19,093
Oregonian.....	M	55,714
Oregonian.....	S	71,781
Oregonian.....	W	27,000
Telegram.....	E	35,888

PENNSYLVANIA

Allentown Call.....	M	15,247
Chronicle & News.....	E	7,292
City Item and Democrat.....	E & S	9,760
Leader.....	E	5,892
Altoona..Mirror.....	E	16,753
Times.....	M	8,500
Tribune.....	E	6,284
Beaver Falls Tribune.....	E	5,010
Bloomsburg, Press.....	M	5,010
Bradford Star and Record.....	E	
Butler...Citizen.....	M	
Eagle.....	E	5,004
Chester..Republican.....	M	5,093
Times.....	E	8,697
Connellsville, Courier.....	E	6,585
Doylestown Intelligencer.....	E	4,174
Easton...Free Press.....	E	10,020
Erie.....Dispatch.....	M & S	11,083
Herald.....	E	8,782
Herald.....	S	5,550
Times.....	E	22,299
Greensburg Tribune.....	E	5,287
Harrisburg, Patriot.....	M	21,115
Star-Independent.....	E	16,700
Telegraph.....	E	21,577
Hazleton..Plain Speaker.....	E	5,306
Standard.....	M	5,478
Johnstown Democrat.....	M	13,911
Leader.....	E	9,847
Tribune.....	E	15,893
Lancaster Examiner.....	E	5,140
Examiner.....	S-W	4,000
Intelligencer.....	E	7,617
Journal.....	M	6,024
New Era.....	E	
New Era.....	S-W	
News.....	M	4,800
Lebanon..News.....	E	6,107
News.....	S-W	3,572
McKeesport News.....	E	9,421
Times.....	E & S	9,200
Meadville Tribune-Repub.....	M & E	7,335
New Castle Herald.....	E	6,400
News.....	E	7,735
Norristown Times.....	E	6,509
Oil City..Derrick.....	M	5,753
Derrick.....	S-W	8,000
Philadelphia Bulletin.....	E	326,608
Demokrat.....	E	14,000
Evening Ledger.....	E	
Il Mattino.....	M	15,000
Inquirer.....	M	187,598
Inquirer.....	S	274,510
Morgen Gazette.....	M & E	
Morgen Gazette (Staats.....	W	
Gazette).....	W	
News.....	E	400,000
News Post.....	E	12,000
North American.....	M	177,200

Philadelphia, North American...	S	145,200
Opinione (Ital.)	M	
Press	M	73,212
Press	S	167,140
Public Ledger	M	69,297
Public Ledger	S	111,836
Record	M	171,968
Record	S	134,189
Star	E	
Tageblatt	M	39,500
Tageblatt	S	35,000
Telegraph	E	110,669
Voce del Popolo	M & S	23,000
Pittsburgh Chronicle-Telegraph	E	86,116
Dispatch	M & S	64,638
Dispatch	W	10,000
Gazette-Times	M	84,866
Gazette-Times	S	92,737
Herald	E	
Leader	E & S	78,746
Post	M	44,109
Post	S	68,346
Press	E	108,413
Press	S	97,064
Slovensky Dennik	E	
Sun	E	45,567
Volksblatt-und Freiheits		
Freund	M	
Volksblatt und Freiheits		
Freund	S	
Volksblatt und Freiheits		
Freund	W	
Pottstown News	M	5,184
Pottsville Chronicle	E	6,800
Journal	E	7,100
Republican	E	11,297
Reading, Eagle	E	21,781
Eagle	S	15,572
Herald	E	6,016
Telegram	E	25,933
News-Times	M	25,933
Scranton News		22,000
Times	E	36,473
Tribune-Republican M&E		34,540
Sharon...Telegraph		4,550
South Bethlehem Globe	E	8,000
Titusville Herald	M	4,583
Uniontown Herald	M	9,332
Washington Observer	M	14,500
Reporter	E	
West Chester Local News	E	15,185
Wilkes-Barre News	M	14,224
Record	M	15,613
Times-Leader	E	19,172
Williamsport Gaz. & Bulletin	M	10,224
Sun & News	E	16,015
York...Daily	M	19,137
Dispatch	E	19,137
Gazette	M	8,038

RHODE ISLAND

Newport News.....	E	4,486
Pawtucket Times.....	E	21,628
Providence Bulletin.....	E	48,182
Journal.....	M	17,802
Journal.....	S	31,029
News.....	E	
Tribune.....	E	20,230
Tribune.....	S	12,770
Westerly Sun.....	E	5,630
Woonsocket Call and Reporter..E		12,560

SOUTH CAROLINA

Charleston News & Courier..M & S	10,683
News & Courier S-W	5,500
Post E	9,042
Columbia Record E & S	9,110

Columbia State	M & S	21,350
Greenville News	M	5,068
News	W	3,000
Spartenburg Herald	M	4,939
Herald	S	5,696
Journal	E	3,772

SOUTH DAKOTA

Aberdeen American	M & S	
News	E	4,000
Sioux Falls Argus-Leader	E	9,442
Press	M & S	9,390

TENNESSEE

Chattanooga News	E	12,044
Times	M & S	22,130
Knoxville Journal-Tribune	M & S	19,263
Journal-Tribune	W	
Sentinel	E	16,615
Memphis Commercial Appeal	M	57,661
Commercial Appeal	S	89,732
Commercial Appeal	S-W	102,432
News-Scimitar	E & S	50,189
Press	E	15,548
Nashville Banner	E	44,786
Tennessean and Amer- ican	D	36,207
American	S	28,703

TEXAS

Austin... Statesman	M & S	8,016
Statesman	S-W	6,000
Tribune	E	5,050
Tribune	W	2,875
Beaumont Enterprise	M	13,586
Enterprise	S	16,366
Journal	E	5,000
Dallas... Dispatch	E	28,821
Journal	E	
News	M & S	50,066
News (Farm News) (also Galveston Farm News)	S-W	110,389
Times-Herald	E & S	26,532
El Paso. Herald	E	19,479
Times	M	16,663
Times	S	19,548
Live Stock Reporter	E	10,000
Fort Worth Record	M & S	26,478
Record (both issues)	S-W	71,540
Star-Telegram	E & S	30,733
Star (Citizen Star)	W	15,000
Galveston News	M	
News	S	
News (Farm News)	S-W	See Dallas
Tribune	E	8,408
Houston. Chronicle	E	37,052
Chronicle	S	44,586
Post	M	32,800
Post	S	41,482
Press	E	13,351
Telegram	E	19,317
San Antonio Express	S	27,636
Express	M	18,432
Express	S-W	20,000
Light	E	18,705
Light	S	21,058
Temple... Telegram	M & S	5,400
Waco... News	M & S	6,122
Times-Herald	E & S	5,633
Waxahachie Light		
UTAH		
Ogden... Examiner	M	
Salt Lake City Deseret News	E	13,000
Deseret News	Sat.	19,100

Salt Lake City, Deseret News	S-W	19,321
Herald-Republican	M	18,468
Herald-Republican	S	30,334
Telegram	E	17,884
Tribune	M	20,236
Tribune	S	36,902
Tribune	S-W	9,000

VERMONT

Barre... Times	E	6,302
Burlington Free Press	M	9,019
News	E	5,976
Rutland. Herald	M	5,112

VIRGINIA

Bristol... Herald Courier	D	4,681
News and Herald Courier	W	1,784
Danville. Bee	E	5,436
Harrisonburg News-Record	M	7,462
Lynchburg News	M & S	7,263
Newport. News, Press	M	4,591
Press	S	5,799
Times-Herald	M	4,052
Norfolk. Ledger Dispatch	E	20,372
Virginian-Pilot	M	24,158
Virginian-Pilot	S	39,456
Petersburg Index Appeal	M	7,000
Index Appeal	W	10,000
Richmond Journal	E	19,206
News-Leader	E	29,003
Times-Dispatch	M	24,768
Times-Dispatch	S	33,276
Virginian	M & S	12,000
Roanoke. Times	M	17,705
Times	S	10,801
World News	E	
(See Times)		
Staunton Leader	E	4,561
News	M	4,200

WASHINGTON

Bellingham American and Revelle	M	9,324
American Revelle	S	11,019
Herald	E	9,981
Everett... Herald	E	8,000
North Yakima Yakima Herald	M & S	3,061
Seattle... Post-Intelligencer	M & S	53,826
Star	E	43,141
Sun	E	40,167
Times	E	66,665
Times	E	86,995
Spokane. Chronicle	E	34,226
Press	E	8,366
Spokesman-Review	M	34,137
Spokesman-Review	S	54,391
Spokesman-Review	S-W	34,269
Tacoma... Ledger	M	20,618
Ledger	S	28,307
Ledger	W	9,556
News	E	20,429
Times	E	11,910
Tribune	E	15,000
Tribune	S	17,000
Walla Walla Bulletin	E	3,137
Union	M & S	3,290

WEST VIRGINIA

Bluefield. Telegram	M & S	4,749
Charleston Gazette	M & S	6,210
Mail	E	
Clarksburg Telegram	E	6,316
Huntington Advertiser	E	
Herald Dispatch	M	6,500
Parkersburg Dispatch-News	M	4,000
Dispatch-News	S	4,500
Sentinel	E	4,216

Wheeling Intelligencer	M	10,637
News	E	13,903
News	S	16,767
Register	M & S	11,450
Telegraph	E	7,419

WISCONSIN

Beloit...News	E	4,615
Eau Claire Leader	M	8,962
Telegram	E	8,962
Fon du Lac Commonwealth	E	4,493
Reporter	E	4,034
Green Bay Gazette	E	6,028
Janesville Gazette	E	6,394
Wisconsin Daily League	E	

La Crosse Abendstern	D	
Abendstern	E	
Abendstern	S-W	
Abendstern	W	
Leader-Press	E	6,993
Tribune	E	7,597
Madison Democrat	M & S	4,350
News	M	
Wisconsin State Journal	E	
Wisconsin State Journal	E	10,711
Wisconsin State Journal	S	4,622

Milwaukee Free Press	M	39,422
Free Press	S	31,163
Germania-Herald	F	30,148
Germania-Herald	S	31,000
Germania Herald	W	108,166
Journal	E	76,060
Journal	S	47,036
Kuryer Polski	E	23,456
Leader	E	38,134
News	E	28,819
Nowiny Polskie	E	10,300
Sentinel	M & E	53,367
Sentinel	S	58,226
Wisconsin	E	39,938
Oshkosh Northwestern	E	11,276
Racine Journal-News	E	6,633
Times	E	7,160
Superior Telegram	E	12,821

WYOMING

Cheyenne State Leader	M	5,490
State Leader	S	5,831
Tribune	E	5,420
Tribune	S-W	4,600

CANADA**ALBERTA (N. W. T.)**

Calgary Albertan	M	15,000
Albertan	W	5,500
Herald	E	19,335
Herald	W	6,725
News Telegram	E	14,084
Edmonton Bulletin	M & E	13,000
Bulletin	S-W	5,000
Capital	E	11,057
Journal	E	16,330
Leithbridge Herald	E	5,730

BRITISH COLUMBIA

Vancouver News-Advertiser	M	15,000
Province	M	36,947
Sun	M	23,423
World	E	32,025
Victoria Colonist	M	
Times	E	8,000

MANITOBA

Winnipeg Free Press	M & E	66,757
Free Press	W	36,387
Telegram	M & E	54,422
Telegram	W	28,982
Tribune	E	22,136
Tribune	W	17,687

SASKATCHEWAN

Moose Jaw News	M	5,585
News	W	3,000
Regina Leader	M & E	12,862
Province	M	12,210
Province and Standard	E	
Province and Standard	W	8,863
Sas Ratoon Phoenix	M	10,672
Star	E	12,350

NEW BRUNSWICK

Fredericton Gleaner	E	4,750
Gleaner	S-W	8,000
Moncton Times	M	3,918
Transcript	E	4,000
St. John Globe	E	
Standard	M	10,165
Telegraph and Sun	M	10,578
Telegraph and News	S-W	4,775
Times and Star	E	11,693

NOVA SCOTIA

Halifax Chronicle	M	8,100
Chronicle	W	20,000
Echo	E	7,275
Herald	M	20,260
Mail	E	20,260
Mail and Homestead	W	12,500
Sydney Post	M & E	5,078
Record	E	4,800

ONTARIO

Brantford Expositor	E	7,454
Cobalt Nugget	E	5,780
Ft. William Herald	E	4,400
Times-Journal	E	4,400
Guelph Herald	E	2,900
Herald	W	4,900
Hamilton Herald	E	15,071
Spectator	E	25,802
Spectator	S-W	7,243
Times	E	10,700
Times	S-W	7,200
Kingston British Whig	E	4,540
British Whig	S-W	5,461
Standard	E	4,350
London Advertiser	E	18,824
Free Press	M & E	37,296
Ottawa Citizen	M & E	20,325
Citizen (Canadian)	S-W	14,675
Free Press	E	12,424
Journal	E	14,829
Journal	S-W	20,400
Temps	E	9,003
Peterborough Times	M	
St. Catharines Standard	E	
St. Thomas Times	E	5,469
Toronto Globe	M & E	68,184
Mail and Empire	M & E	57,843
Mail and Empire	W	17,500
News	E	45,768
Star	E	82,958
Star	S	82,260
Telegram	E	79,259
World	M	54,000
World	S	89,000
Windsor Record	D	6,000
Record	W	3,000
Woodstock Sentinel-Review	E	5,500
Sentinel-Review	W	4,000

PRINCE ALBERT ISLAND

Charlottetown Guardian M & E	7,114
Charlottetown Island Patriot.M&E	5,148

QUEBEC

Levis....Quotidien (Fr.)	E	
Montreal Canada (Fr.)	M	11,864
Devoir (Fr.)	E	20,000
Devoir	W	8,000
Gazette	M	22,624
Herald-Telegraph	E	
Jewish Eagle	M	12,115
Journal of Commerce	E	
Mail	M	20,000
News	E	30,000
Patrie (Fr.)	E	47,116
Patrie	W	22,000
Presse (Fr.)	E	128,184
Presse (Fr.)	W	45,507
Star	E	84,629
Star	W	132,353
Quebec..Action-Sociale	E	21,000
Action-Sociale	W	10,616
Chronicle	M	10,106
L'Evenement (Fr.)	E	14,005
L'Evenement	W	4,074
Telegram	E	12,000
Vigie (Fr.)	M	10,000
Sherbrooke Record	E	10,520

NEWFOUNDLAND

St. Johns Herald.....E	4,292
Telegram	5,784

CUBA

Cienfuegos, La Correspondencia..D	6,500
Gibara, El Progreso.....M	5,000
Havana..Cuba	M 32,500
Diario De La Marina..M	
El Mundo	M
La Discusion E & S	20,000
La Luchra	E 20,950
La Vida	E 15,000
Post	M & S 8,500
Santiago de Cuba, Independencia	
(La)	E 3,000

PORTO RICO

Mayaguez, Diario del Oeste....E	2,500
Labandera Americana..E	2,500
Ponce...El Dia	2,000
Puerto Rico Eagle.....E	2,200
San Juan, Correspondencia.....E	4,250
Democracia (La) D	
Tiempo	E 5,000

HAWAIIAN ISLANDS

Honolulu, Japanese Chronicle..M	1,931
Shimpo M & E & S	3,421
Star-Bulletin	E 4,801
Star-Bulletin S-W	2,100

PHILIPPINE ISLANDS

Manila..Bulletin	2,500
Cable News American...	3,500

WEEKLY AND SEMI-WEEKLY PUBLICATIONS

SUNDAY PAPERS CONNECTED WITH DAILIES ARE NOT INCLUDED IN THIS LIST.

Weeklies, except when otherwise noted (Semi-Weekly, noted S-W, Tri-Weekly, noted T-W).

ALABAMA

Birmingham, Advance.....	53,134
Age-Herald	25,000
Alabama Baptist	7,620
Alabama Christian Advocate	9,019
Progressive Farmer	167,130
Searchlight	
Montgomery, Alabama Times.....	60,000

ARKANSAS

Hot Springs, Arkansas Thomas Cat	
Little Rock, Arkansas Baptist....	8,000
Baptist Advance	6,195
Gazette	S-W
Western Methodist	13,570
Magnolia, Liberator	14,852

CALIFORNIA

Los Angeles, California Cultivator..	22,000
California Outlook	5,000
Calif. Social Democrat....	6,000
California Voice	5,000
Citizen	8,000
Mountain View, Signs of the Times	17,081
Oakland, Observer	7,628

Oakland, World	
San Francisco, Argonaut.....	7,620
Breeder and Sportsman....	4,980
California Christian Ad-	
vocate	9,500
California Country Journal	
California Farm and Home	70,000
California Fruit Grower ..	
Coast Seaman's Journal..	8,000
Jardran	8,500
Jewish Times	
Labor Clarion	11,000
Leader	27,250
Mining and Scientific Press	7,000
Monitor	22,500
News Letter and California	
Advertiser	25,870
Organized Labor	26,500
Pacific Coast Hotel Gazette	7,500
Pacific Dairy Review....	8,160
Pacific Rural Press.....	18,763
Town Talk	18,200
Wasp	12,600
San Jose Calif. Farmer...	68,800

COLORADO

Denver..Capitale	9,000
Catholic Register	4,568
Colorado Herald	14,500
Field and Farm	32,729
Great Divide	115,000
Miner's Magazine	7,800
Mining Investor	
Record-Stockman	26,113
Svensk Amerikanska West- ern	
Pueblo..L'Unione	16,250

CONNECTICUT

Bridgeport, Herald (see Waterbury Herald)	
Danbury, News	6,703
Hartford, Catholic Transcript	32,976
Courant	6,250
Globe	15,390
New Britain, Przewodnik Katolicki.	4,600
New Haven, Connecticut Farmer and New England Farms	10,000
Yale Alumni Weekly	7,800
Waterbury and Bridgeport, Herald.	25,493

DELAWARE

Wilmington, Sunday Morning Star.	8,891
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DISTRICT OF COLUMBIA

Washington, Arms and The Man...	25,000
Army and Navy Register	9,323
National Tribune	146,200
Pathfinder	70,000
R. F. D. News	27,000
U. S. Government Adver- tiser	7,250

FLORIDA

Gainesville, Sun	S-W 5,600
Lake Worth, Herald	12,500
Tampa..Florida Grower	11,153
Tribune	11,060

GEORGIA

Athens..Home & Farmstead	5,700
Atlanta, Christian Index	12,047
Constitution	T-W 104,979
Golden Age	10,225
Independent	25,000
Journal	S-W 108,721
National Field	74,579
Saturday Night	5,000
Southern Farming	
Wesleyan Christian Ad- vocate	10,038
Columbus, Southern Christian Re- corder	
Savannah, News	S-W 5,000
Thomson, Jeffersonian (The)	50,000

IDAHO

St. Anthony, Western Farmers Review	7,207
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ILLINOIS

Champaign, News	3,653
Chicago, Advance	15,543
American Field	18,000
American Lumberman	13,450
Amerikan	S-W 40,675
Balkan World	1,200
Banker	
Baseball World	15,000
Beobachter and Post	4,500
Biz Bozy	13,133
Black Diamond	11,374
Bladet	11,000
Breeder's Gazette	98,040
Canadian American	16,176

Chicago, Champion of Fair Play...	
Chicago Ledger	625,000
Christian Century	
Christian Witness	
Citizen	
Civil Service News	9,625
Columbian and Western	
Catholic	20,000
Continent	38,147
Dairy Produce	4,222
Domestic Engineering	10,000
Dry Goods Reporter	
Duch Casu	28,997
Eagle	
Electrical Review and Western Electrician	
Engineering & Contracting	12,727
Epworth Herald	100,000
Evangelisten	8,000
Farmer's Review	101,118
Farm Implement & News	9,048
Florist's Review	11,295
Gazeta Katolicka	
Gazeta Polska	15,000
Glasiło	11,200
Greek Star	
Grocer's Criterion	
Hemlandet	50,000
Hlasatel	43,500
Horseman and Spirit of the Times	10,000
Horse Review (The)	
Inter Ocean & Farmer	100,000
Israelite	29,500
Italia	T-W
Jewish Labor World	12,000
Jewish Progress	
Jewish Standard	
Jewish Times	8,500
Journal of the American Medical Ass'n	60,710
Katholisches Wochenblatt.	5,300
Katholische Slovenske Noviny	
Katolik	9,421
Lietuva	12,000
Live Stock Report	50,000
Live Stock World	60,535
Living Church	
Masonic Chronicler	19,500
Mining and Engineering World	9,250
Missions Wannen	
Modern Grocer	4,500
Motography	18,000
Motor Age	23,372
Movie Pictorial	100,000
Musical Leader	
Narod Polski	50,000
New World	24,750
N. W. Christian Advocate.	45,000
Nya Vecko Posten	
Orange Judd Farmer	126,830
Public	20,000
Railway Review	8,516
Reform Advocate	22,540
Revyen	5,200
Rodzina Polska	
Rovnost 'L' Udu	5,575
Sandebudet	7,000
Saturday Blade	625,000
Saturday Eve Telegraph	
Scandia	6,000
Skandinaven	S-W 35,000
Slavie	S-W 10,000
Spravednost	S-W 6,000

Chicago. Staats-Farmzeitung		Des Moines, Spirit of the West....	5,000
Standard		Staats Anzeiger	6,600
Standard Opinion		Wallace's Farmer	74,900
Sunday Polish Echo.....	10,000	Western World	
Svenska Amerikanaren	44,630	Dubuque, Catholic Tribune.....	39,495
Svenska Kuriren	40,200	Telegraph-Herald	9,558
Svenska Tribunen-Nyheter.....	65,194	Saints Herald	7,200
Syndicated State Sunday		Ottumwa, Courier	4,000
School Magazines.....	74,650	Pella...Baptist Record	5,000
Telephony	5,500	Sioux City, Farmer and Breeder...	61,048
Tribuna Italiana Trans		Svenska Monitoren	6,000
Atlantica		Story City, Visergutten.....	13,000
Union Leader		Vinton..Times	4,850
United Servian	13,000		
Verdens Gang	6,120	KANSAS	
Vorbote	4,000	Girard...Appeal to Reason.....	559,225
Westen		Leavenworth, Times	10,000
Western British American.....	21,225	Pittsburg, Kansas Headlight.....	4,284
Western Trade Journal....	20,800	Topeka..Capper's Weekly	247,765
Western Underwriter		Farmer's Mail and Breeze	105,055
Wochenblatt	15,800	Kansas Farmer	62,627
World's Chronicle	50,000	Plaindealer	9,000
Zajmy Lidu	6,000	X-Rays Democrat	4,000
Zenske Listy	25,000	Wichita. Eagle	47,478
Zgoda	109,000	Southwest Farmer	8,000
Elgin... Advocate	2,110		
Boys' World	398,923	KENTUCKY	
Girl's Companion	393,480	Fulton...Baptist Flag	12,961
Young People's Weekly ..	201,903	Lexington, Blue Grass Farmer....	9,648
Englewood, Times	10,200	Central Methodist Ad-	
Evanston, Union Signal.....	25,000	vocate	8,000
Joliet...Amerikanski Slovens..S-W	5,800	Louisville, Anzeiger	11,452
Marion..Illinois Baptist	5,148	Baptist World	15,000
Oakland, Ledger	5,426	Christian Observer	27,241
Ottawa, Fairdealer	5,974	Courier-Journal	50,000
Peoria...Demokrat		Farmer's Home Journal..	15,000
Sonne		Katholischer Glaubensbote.....	10,400
Princeton, Republican.....	5,350	Pentecostal Herald	24,000
Rockford, Svenska Posten.....	11,741	Western Recorder	12,000
Rock Island, Augustana.....	21,884		
Lutheran Companion (The)	6,705	LOUISIANA	
INDIANA		Alexandria, Baptist Chronicle.....	4,500
Evansville, Demokrat	9,105	New Orleans, Abeille	
Huntington, Farmer's Guide.....	80,236	Catholic Churchman	22,500
Our Sunday Visitor.....	232,824	Christian Advocate	7,790
Indianapolis, Catholic		Item	22,000
Columbian		Jewish Ledger	5,143
Record	7,400	Morning Star	11,000
Freeman	40,000	S. W. Christian Advocate.....	11,209
Indiana Catholic	12,275	Times-Picayune	8,000
Indiana Farmer	56,081	United Labor Journal.....	25,000
Jersey Bulletin and Dairy		Weekly Item (The).....	22,000
World	13,164	Shreveport, Times	9,138
Ledger	22,000		
Spottvogel	11,797	MAINE	
United Mine Workers'		Augusta..Maine Farmer	9,393
Journal	27,000	Bangor...Commercial F armer and	
Western Horseman	16,558	Villager	23,932
Lafayette, Times	5,000	News	5,000
Notre Dame, Ave Maria.....	28,075	Calais...Advertiser	6,200
Richmond, Am. Friend	5,000	Phillips, Maine Woods	4,523
Winamac, Victory	25,000	Portland, Sunday Telegram.....	13,002
IOWA			
Breda...Ostfriessische Nachrichten.	7,500	MARYLAND	
Cedar Rapids, Iowa Staats Zeitung.	9,500	Baltimore, Afro American Ledger..	6,000
Centerville, Iowegian	4,389	American	11,060
Council Bluffs, Freie Presse	6,800	Bayerisches Wochenblatt	9,599
Davenport, Catholic Messenger.....	6,941	Jednosce Unity	10,000
Demokrat	12,284	Kath. Volks Zeitung.....	7,000
Demokrat	4,103	Manufacturers Record	10,500
Decorah..Evangelische Lutheresk		Southern Methodist	7,200
Kirketidente		Cumberland Alleganian	3,377
Posten Og Ved Arren....	39,271		
Des Moines, Iowa Homestead.....	140,000	MASSACHUSETTS	
National Democrat	5,200	Boston..American Cultivator	20,000
Posten		American Horse Breeder..	
		American Wool and Cotton	
		Reporter	8,400
		Anzeiger	6,800
		Banker and Tradesman...	10,000

Boston..	Boot and Shoe Recorder..	8,200
	Budget and Beacon.....	
	Christian Endeavor World..	76,637
	Christian Register	7,200
	Commercial	36,000
	Commercial Bulletin	
	Congregationalist a n d	
	Christian World	23,700
	Current Affairs	6,000
	Fibre and Fabric	6,649
	Gazeta Bostonska	9,500
	Gazetta del Massachusetts..	10,500
	Harvard Alumni Bulletin..	8,129
	Jewish American	
	Journal of Education.....	
	Kelevis (Traveler).....	18,075
	Pilot	90,000
	Republic	
	Sacred Heart Review.....	40,000
	Shoe and Leather Reporter	5,500
	Shoe Retailer	7,000
	Social Record	5,000
	South Boston News.....	
	Times	5,000
	Transcript	
	Truth	10,000
	Universalist Leader	
	Watchman-Examiner	15,000
	Wellspring	106,640
	Woman's Journal	
	Youth's Companion	448,147
	Zion's Herald	
Cambridge,	Chronicle	5,761
Greenfield,	Gazette and Courier.....	5,000
Haverhill,	Record	7,000
	Record	15,656
Holyoke,	Artisan	6,000
Lowell...	Sunday Telegram	17,487
Pittsfield,	Eagle	13,572
Somerville,	Journal	
Springfield,	Current Events.....	
	Homestead	7,900
	N. E. Homestead	56,864
	Republican	4,833
Westfield,	Catholic Messenger.....	4,800
Worcester,	Osterns Veckoblad.....	4,300
	Slandinavia	12,428
	Svea	19,880

MICHIGAN

Bay City,	National Farmer.....	37,000
Caro....	Tuscola Co. Advertiser...	5,123
Detroit...	Angelus	
	Courier	9,182
	Familien Blatter	S-W
	Herold	5,400
	Informer	
	Journal	S-W
	Michigan Christian Advo-	
	cate	18,307
	Michigan Dairy Farmer...	6,200
	Michigan Farmer	80,000
	Michigan Manufacturer and	
	Financial Record	6,500
	Saturday Night	
Grand Rapids,	Michigan Tradesman.....	9,800
Hancock,	Amerikan Suometar	5,500
Hastings,	Banner	5,200
Holland,	DeGrondwet	7,000
Ishpeming,	Superior Posten.....	5,370
Ithaca...	Gratiot County Herald.....	
Kalamazoo,	Advocate	4,700
	Hollandische Amerikaan	
		T-W
		5,000
Lansing,	Moderator-Topics	7,170
Lapeer...	Lapeer County Clarion...	4,650

Lapeer..	Lapeer County Press.....	5,000
Saginaw..	Post-Zeitung	4,100

MINNESOTA

Duluth...	Herald	
	Posten	17,950
	Siirtolainen	12,600
	Skandinav	6,200
Minneapolis,	Commercial West.....	7,500
	Farmer's Tribune	S-W
	Folkebladet	18,435
	Freie Presse Herold.....	5,168
	Gaa Paa	12,649
	Labor Review	
	Lutheraner	6,200
	Masonic Observer	19,383
	N. W. Agriculturalist.....	5,000
	N. W. Farmstead.....	125,000
	Svenska Amerikanska	106,364
	Posten	54,751
	Svenska Folkets Tidning..	40,209
	Svenska Roman Bladet...	22,000
	Tidende	34,780
	Twin City Commercial	
	Bulletin	5,000
	Ugebladet	10,000
	Veckobladet	18,957
	Western-American	9,916
	Womans' Home Weekly...	72,276
New York	Mills, Uusi Kotimaa.....	
St. Cloud,	Nordstern	9,600
St. Paul,	American Home Weekly..	122,295
	A. O. U. W. Guide.....	14,000
	Farmer	143,288
	Farmer's Dispatch	S-W
	Minnesota Stats Tidning..	211,464
	Minnesota Union Advocate	12,150
	National Reporter System.	8,640
	Northwestern Chronicle ..	43,066
	Rural Weekly	10,164
	Tidende	288,961
	Volkszeitung	5,000
	Wanderer	16,087
Winona ..	Westlicher Herold	11,500
		61,887

MISSISSIPPI

Jackson.	Baptist Record	7,580
	Issue	25,000

MISSOURI

Aurora...	Menace	1,346,212
Clayton,	Watchman Advocate	12,000
Independence,	Zion Ensign.....	6,000
Kansas City,	Catholic Register.....	7,500
	Central Christian Advocate	34,461
	Farmer and Stockman.....	100,000
	Implement Trade Journal.	
	Independent	13,997
	Journal	251,215
	Packer (combined corula-	
	tion Kansas City, Chi-	
	cago, Cincinnati, New	
	York and Pacific Coast)	43,339
	Post	110,000
	Star	304,818
	Stock Yards Nugget.....	91,455
	Tribunen	6,500
	Word and Way.....	21,500
St. Joseph	Observer.....	6,750
St. Louis,	Abendschule.....	B-W
	Amerika	S-W
	Butchers' and Packers'	
	Gazette	19,104
	Censor (The)	33,000
	Christian Advocate	11,225
	Christian Evangelist	37,083
	Church Progress (The)...	7,500
	Colman's Rural World....	45,153

St. Louis, Dry Goodsman and General Merchant	6,000	Brooklyn, Flatbush Observer	12,000
Farm Machinery	6,200	Home Talk	12,000
Friedensbote	30,129	Item	13,000
Front Rank	35,517	Life	39,074
Globe-Democrat	94,614	New Yorkin Uutiset	
Herold Des Glaubens	43,200	Nordisk Tidende	
Hlas	9,900	Reform	11,760
Interstate Grocer	9,271	Tablet (The)	21,000
Jewish Voice	13,500	Buffalo.. Aurora and Christliche	
Journal of Agriculture	151,511	Woche	8,650
Listy	4,800	Catholic Union and Times	
Mirror		East Side News	8,248
Republic	156,768	Freie Presse	
Round Table	18,125	Gazeta Buffaloska	6,000
Social Circle	20,250	Horse World	10,000
Sporting News	75,000	Truth	12,500
Western Watchman and Sunday Watchman	8,500	Cooperstown Otsego Farmer	5,400
Woman's Nat'l. Weekly	199,019	Elmira.. Telegram	50,000
MONTANA		Jamestown, Journal	T-W
Helena.. Montana Record	5,000	Skandia	5,750
NEBRASKA		Long Island City, Star	6,200
Hemingford, Prairie Farm Guide	7,000	Star (Greenpoint)	8,600
Lincoln..Deutsch Amerikan & Farmer	131,315	Malone..Farmer	5,600
Freie Presse	131,428	New York, All Story—Cavalier	
Independent Farmer	35,000	America	
Nebraska Echo	8,700	American Agriculturist	128,936
Nebraska Farmer	50,000	American Banker	14,000
Nebraska State Democrat		American Economist	8,730
Nebraska City, News	5,362	American Hebrew and Jewish Messenger	
Omaha.. Danske Pioneer	39,824	American Machinist	25,031
Osveta Americka	25,897	Amerikaner	29,126
Pokrok Zapadu	16,512	Amerikanische Schweizer Zeitung	14,600
Pokrok Zapadu with six other State Editions	25,207	Amsterdam News	15,000
Posten	15,000	Annalist	
Rural Weekly	62,768	Army and Navy Journal	11,544
Tribuene	11,600	Asso. Farm Papers, See Chicago, Ill.	
True Voice	5,860	Associated Sunday Magazines	1,511,604
Twentieth Century Farmer	106,391	Automobile	18,241
NEW HAMPSHIRE		Automobile Topics	8,750
Concord..Independent Statesman		Bakers' Weekly	7,000
Manchester, Canado American	16,200	Beckwith Interstate List	1,150,000
Mirror and Farmer		Bicycling World and Motor Cycle Review	7,500
NEW JERSEY		"Big Stick" (The)	34,000
Atlantic City, Sunday Gazette	5,560	Bradstreets	
Dover..Index	5,116	Bronx Home News	70,596
Jersey City, Chronicle		Butchers' Advocate and Market Journal	8,000
Glos Narodu	16,720	Catholic News	56,285
Labor World of N. Y. and N. J.	60,000	Chief	19,000
Svoboda	25,000	Christian Advocate	37,000
Newark.Monitor	10,000	Christian Herald	311,556
Sunday Call	40,749	Christian Intelligencer	12,500
Oranges.American Citizen	75,000	Christian Nation	
Red Bank, Farmers Success	30,000	Christian Work and Evangelist	29,150
Register	5,302	Churchman	
Trenton.Times-Advertiser	16,680	Civil Service Chronicle and Police Chronicle	10,860
Washington Star	4,843	Clipper	24,095
NEW MEXICO		Club Fellow and Washington Mirror	
Las Vegas, Revista Catolica	6,474	Coal Age	12,000
NEW YORK		Coal Trade Journal	6,800
Albany..Il Bastone	6,000	Collier's	683,012
Amsterdam, Sunday Telegram	30,000	Commercial and Financial World	
Recorder and Democrat		Courier des Etats Unis	32,189
Arcade..Herald	3,470	Dramatic Mirror	21,500
Brooklyn, Bedford Record	5,400	Dramatic News	25,500
Brooklyn-Brownville Post Chat	15,000	Dry Goods	13,533
Finska Amerikanaren	55,233	Dunn's Review	8,500
	7,615		

New York, Ecod Italia.....	5,000	New York, Puck.....	25,000
Electrical World.....	20,173	Railway Age Gazette.....	8,664
Electric Railway Journal..	8,096	Real Estate Record and	
Engineering News.....	20,000	Builder's Guide.....	5,500
Family Story Paper.....		Review.....	32,500
Financial Age.....	21,800	Rider and Driver.....	39,300
Financial World.....		Sabbath Reading.....	100,000
Financier.....	15,000	School.....	29,500
Florists Exchange.....	10,000	Scientific American.....	61,102
Polia.....	25,650	Scottish-American.....	
Forest and Stream.....		Shareholder.....S-W	6,000
Freeman's Journal.....		Slovak V. Amerike...S-W	35,000
Freie Arbeiter Stimme.....		Staats Zeitung.....	
Fruitman's Guide.....		Sunday Companion.....	70,000
Fruit Trade Journal and		Survey.....	23,000
Produce News.....	18,000	Svit.....	9,000
Fun.....	500,000	Tammany Times (The)...	11,800
Furniture World.....	6,400	Tevyne.....	7,000
Gaelic American.....	31,780	Tip-Top.....	200,000
Good Roads.....	8,000	Tousey's (Frank) Weekly.	250,000
Handels Zeitung.....	8,000	Town & Country.....	20,000
Hardware Age.....	17,250	Town Topics.....	
Harlem Home News..S-W	59,996	U. S. Tobacco Journal...S-W	9,700
Harper's Weekly.....		United Sunday Comic	
Hebrew Standard.....		Magazines.....	2,100,000
Hessen-Darmstader Zeitung		United Sunday Newspaper	
Horseless Age.....	12,500	Magazines.....	2,100,000
Hotel Gazette.....	6,500	Vorwaerts.....	
Hotel Register.....		Watchman-Examiner.....	15,000
Illustrated Record.....		Witness.....	15,000
Illustrated Sunday Maga-		World.....T-W	90,000
zines.....	1,300,000	Yiddish Folk.....	12,000
Independent.....	50,000	Oswego..Times.....S-W	3,936
Irish-American.....	15,000	Port Jervis, New York Farmer...	24,450
Irish World.....		Poughkeepsie, Courier.....	11,940
Iron Age.....	12,102	Syracuse, Industrial Weekly.....	5,000
Japanese-American Com-		Northern Christian Ad-	
mmercial Weekly.....	23,000	vocate.....	11,200
Jewelers' Circular Weekly.	9,000	United Weeklies Advertis-	
Judge.....	112,500	ing Service.....	243,278
Leslie's Weekly.....	379,198	Troy....Northern Budget.....	32,694
Life.....	200,000	Observer.....	8,700
Literary Digest.....	277,157	Times.....S-W	10,000
Mail Order Association...S-W	2,100,000	Drych.....	10,000
Maritime Register.....	5,000	Utica....Observer.....S-W	5,000
Medical Journal.....	28,300	Press.....S-W	100,101
Medical Record.....		Saturday Globe.....	7,559
Mercantile and Financial		Walton..Reporter.....	
Times.....		Waterville, Poultry Weekly.....	
Metal Worker, Plumber and		Waverly Free Press and Tioga	
Steamfitter.....	10,100	County Record.....	4,127
Motion Picture News.....	7,500	Woodhaven, N. Y. Leader Observer	6,600
Motor World.....	8,970		
Moving Picture Stories...S-W	100,000		
Moving Picture World....S-W	17,200		
Musical Courier.....			
Nation.....	8,854		
National Provisioner.....			
Nautical Gazette.....	7,500		
New York Weekly.....			
Nordstjernan.....S-W			
Novedades.....			
Optical Journal and Review			
of Optometry.....	7,000		
Outlook.....			
People.....			
Police Gazette.....	100,000		
Post.....S-W			
Power.....	33,740		
Printer's Ink.....	11,244		
Printing Trade News.....	8,100		
Produce News.....			

Publishers allow us a commission or differential because we serve advertisers—not because we serve the publisher.

Raleigh...	Southern Farm Gazette.	
	See Birmingham, Ala.	
Shelby...	Highlander	S-W 4,500
Thomasville...	Charity and Children..	16,247
Winston-Salem...	Union Republican...	12,000
	Western Sentinel (The)...	7,316

NORTH DAKOTA

Bismarck...	Staats Anzeiger	6,108
Fargo...	Co-Operators Herald	9,280
	Forum and Republican...	5,500
	Fram	5,860
Grand Forks...	Normanden	8,091
Minot...	Optic	5,000

OHIO

Cincinnati...	American Israelite	
	Billboard	41,000
	Catholic Telegraph	10,090
	Christian Leader	13,000
	Christian Standard	40,000
	Christliche Apologete	16,000
	Classmate	
	Deutsche-Ungarischer Bote	9,346
	Enquirer	
	Herald and Presbyter...	22,700
	Journal and Messenger...	
	Lancet Clinic	5,000
	Lookout	126,000
	Meddler	5,000
	Sportsmen's Review	33,000
	Volksblatt	18,200
	Western Christian Advocate	28,600
Cleveland...	Amateur Photographers Weekly	5,500
	Bryant's Weeklies	25,000
	Catholic Universe	16,000
	Christian World	5,854
	Christliche Botschafter...	16,000
	Citizen	9,000
	Evangelical Messenger	13,000
	Finance	10,000
	Gazette	18,000
	Ilas	8,251
	Hotel Life	
	Iron Trade Review	5,700
	Jewish Independent	19,058
	Narodowiec	7,490
	Nationale Gazette	8,000
	Neue Heimat	8,000
	Ohio Farmer	125,714
	Polonia W. Ameryce....	9,875
	Sendbote	7,976
	Town Topics	7,654
	Voce del Popolo Italiano..	33,000
	Volks Freund und Arbeiter Zeitung	8,800
Columbus...	Catholic Columbian....	15,600
	Express	
	Liberal Advocate	7,271
	Ohio Journal of Commerce	5,600
	Waisenfreund	40,000
	Westbote	
Dayton...	Country Life in the Miami Valley	13,881
	Herald of Gospel Liberty.	5,916
	Religious Telescope	28,500
	Watchword	42,100
Norwood...	Gazette	
Springfield...	Farm and Fireside.B-W	553,759
	Implement Age	6,100
	Times	5,200
Toledo...	Ameryka-Echo	150,000
	Blade	225,000
	Express	11,208
	Niedziela	16,000

Urbana...	Democrat	T-W 4,750
Westerville...	American Issue including Bi-Weekly, Semi-Monthlies and Monthlies	281,222
	New Republic	54,766
Youngstown...	Vindicator	4,500
Zanesville...	Sunday News	8,412

OKLAHOMA

Enid...	Events	4,400
Guthrie...	Leader	13,155
Tulsa...	Okl. World	73,210

OREGON

McMinnville...	Pacific Baptist	5,725
Mt. Angel...	St. Joseph Blatt	26,000
	Deutsche Zeitung	
Portland...	Jewish Tribune	9,700
	Journal	14,500
	Nachrichten	5,200
	Northwest Pacific Farmer.	20,100
	Oregonian	27,000
	Pacific Christian Advocate.	9,420
	Rural Spirit	18,000
	Sunday Mercury	
Salem...	Pacific Homestead	17,847

PENNSYLVANIA

Allgheny...	Alleghenier and Pittsburgher Sonntagsbote...	
Allentown...	Welt Bote	6,549
Bellefonte...	Centre Democrat	5,649
Chambersburg...	People's Register	6,290
Clearfield...	Public Spirit	
Erie...	Catholic Chronicle	
Germantown...	Independent Gazette	7,500
Harrisburg...	Evangelical	10,500
Homestead...	Amerikansky Russky Vjestnik	37,500
Homesdale...	Wayne Independent.T-W	5,200
Lancaster...	Examiner	4,000
	New Era	S-W
Lebanon...	Lutheran (see Philadelphia)	10,000
	News	S-W 3,572
Mahoney City...	Saule	S-W 6,420
Manayunk...	Review	8,000
Media...	American	7,645
Middleburg...	Post	5,251
Oil City...	Derrick	S-W 8,000
Olyphant...	Pravada	9,000
Philadelphia...	Baptist Commonwealth	11,500
	British American	
	Builders Guide	5,000
	Bulletin of Photography..	4,000
	Catholic Standard and Times	
	Christian Recorder	7,500
	Commercial List and Price Current	5,000
	Country Gentlemen	251,000
	Episcopal Recorder	4,500
	First and 89th, 26th and 36th Ward News	11,000
	Forward	320,000
	Girl's World	95,100
	Gwiazda	9,500
	Item	
	Jewish Exponent	8,600
	Kensingtonian	25,000
	Lutheran	10,000
	Lutheran Church Work...	11,000
	Lutheran Observer	22,500
	Lutheran Young People...	34,000
	Methodist Times	5,000
	National Herald	26,333
	Nord Amerika	
	Northwest Independent News	15,000

Philadelphia, Pennsylvania Farmer.	41,292
Plaindealer	42,212
Presbyterian	14,100
Quiver	10,000
Reformed Church Mes-	
senger	9,900
Saturday Evening Post...	1,987,400
Sonnats Journal	40,000
South Philadelphia	5,500
Sporting Life	36,296
Sunday Dispatch	
Sunday School Times....	103,110
Trades Union News....	16,500
U. S. Financial and Mer-	
cantile Examiner	7,714
Vereins und Logen Zeitung	
Way	25,000
Young Folks	30,000
Young Folks Catholic	
Weekly	18,500
Young People	192,400
Pittsburg, Amerikanisko Slovenske	
Noviny	
Beobachter	12,926
Catholic	16,000
Christian Advocate	48,000
Christian Union Herald...	39,322
Dispatch	10,000
Haslo Polskie	8,000
Hill Top Record	6,000
Index	12,000
Jewish Criterion	16,000
Labor World	
Methodist Recorder	10,000
National Labor Tribune..	
National Stockman and	
Farmer	132,399
New Guide	24,000
Presbyterian Banner	13,300
Slovensky Hlasnik	
Sonnatsbote	19,400
Trinacri	6,500
United Presbyterian	17,000
Volksblatt und Freiheits	
Freund	
Volksfreund	5,000
Wielkopolanin	
Reading, Reformed Church Record.	5,522
Scottdale, Mennonitische Rundschau	5,900
Scranton, Pensylvanski Gornik...	30,000
Scrantonian	25,540
Waynesboro Democrat	
Messenger	5,400
Wilkes Barre, Courier	
Herald	5,000
Express	7,000
Praca	9,800
Williamsport, Grit	267,083

RHODE ISLAND

Newport, Mercury	7,500
Pawtucket, Manufacturing Jeweler	5,000
Providence, Visitor	7,300

SOUTH CAROLINA

Charleston, News and Courier..S-W	5,500
Columbia, Lutheran Church Visitor.	6,800
Greenville, Baptist Courier.....	7,275
News	3,000
Southern Christian Ad-	
vocate	12,981

SOUTH DAKOTA

Aberdeen, Dakota Freie Presse...	14,000
Neue Deutsche Presse....	13,500
Eureka, Dakota Volkszeitung	5,720
Sioux Falls, South Dakota Farmer.	20,700

TENNESSEE

Athens...Methodist Advocate Journal	6,006
Knoxville, East Tennessee News...	7,642
Journal and Tribune	
Martin...Primitive Baptist	9,773
Memphis, Commercial Appeal.....	102,432
Jewish Spectator	11,240
Progressive Farmer & So.	
Farm Gazette, See	
Birmingham, Ala.	
Nashville, Baptist and Reflector....	6,196
Christian Advocate	16,126
Cumberland Presbyterian....	7,500
Gospel Advocate	14,000
Midland Methodist	11,000
National Baptist Union	
Review	
Presbyterian Advance	9,905
Southern Lumberman	7,673
Visitor (The)	152,065
Tullahoma, Cumberland Presbyterian	
Banner	10,500

TEXAS

Arlington, Farmers' Fireside Bulletin	24,950
Austin...Firm Foundation	22,113
Statesman and Diversified	
Farmer	6,000
Dallas...Baptist Standard	21,000
Beau Monde	6,000
Christian Courier	5,800
Cotton & Cotton Oil News.	6,000
Express	10,000
Farm and Ranch	99,250
Farm News (Dallas and	
Galveston combined)...	110,380
Home and State	38,650
Laborer	5,600
Texas Christian Advocate.	
Woodman Journal	10,000
Fort Worth, Citizen Star.....	15,000
Record	S-W
Sunday News, Southwest-	
ern Farmer and Breeder	17,000
Galveston, Farm News.....	
(See Dallas Farm News.)	
Hallettsville, Rebel	22,650
La Grange, Svoboda.....	4,600
Paris...North Texas Farmer....	5,200
San Antonio, Express	S-W
Freie Presse fuer Texas..	8,760
Imparcial de Texas.....	12,000
Messaggero Italiano	
Southern Messenger	6,750
Waco....Tribune	8,350
Waxahachie, Enterprise	

UTAH

Lehi...Utah Farmer	16,500
Salt Lake City, Deseret News.S-W.	19,321
Tribune	S-W

VERMONT

Brattleboro, Vermont Phoenix....	4,700
Essex Junction, Burlington Suburban	
List	5,100

VIRGINIA

Bristor..News & Herald Courier...	1,784
Norfolk, Journal and Guide.....	10,000
Petersburg, Index Appeal.....	10,000
Richmond, Christian Advocate....	6,700
Onward	34,000
Presbyterian of South....	10,750
Religious Herald	7,000
Southern Churchman	5,000

WASHINGTON

Seattle..Argus	
Catholic Northwest Progress	7,200

Seattle.. Pacific Tribune	
Timber Worker	7,500
Washington Posten	10,000
Spokane. Spokesman-Review	S-W 34,269
Tacoma.. Ledger	9,556

WEST VIRGINIA

Parkersburg, Baptist Banner.....	5,000
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WISCONSIN

Appleton, Gegenwart	S-W
Montags Blatt	6,500
Volksfreund	6,600
Ashland, Lake Superior Farmer...	5,322
Dodgeville, Chronicle	4,771
Eau Claire, Reform.....	5,562
Fort Atkinson, Hoard's Dairyman...	67,000
La Crosse, Nordstern	S-W
Volkspost	
Madison, Amerika	
LaFollette's Magazine	35,000
Wisconsin Farmer	80,000
Milwaukee, Acker und Gartenbau	
Zeitung	45,000
Butter, Cheese and Egg	
Journal	4,500
Catholic Citizen	24,906
Columbia	8,632
Deutsche Warte	22,000
Domacnost	10,270
Excelsior	7,013
Germania	108,166
Haus und Bauernfreund...	103,577
Kurier Gazeta Wiscon-	
sinska	19,278
Landmann	10,630
Rundschau	25,000
See-Bote	7,313
Sonntagsbote	8,317
Tygodnik Polskie	5,000
Vorwärts	
Young Churchman	44,703
Racine.. Wisconsin Agriculturist...	67,544
Stevens Point, Gwiado Polarna...	32,000
Rolnik	12,000
Superior, Svenska Amerikanska Trib-	
unen	16,085

WYOMING

Cheyenne, Tribune	S-W 4,600
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CANADA**ALBERTA**

Calgary, Albertan	5,500
Deutsche Canadier	5,500
Herald	6,725
Sunday Sun	5,000
Western Standard	15,000
Edmonton, Alberta Herald	4,937
Bulletin	S-W 5,000

BRITISH COLUMBIA

Vancouver British Columbia Federa-	
tionist	
German Press	8,400
Saturday Sunset	22,648
Svenska Canada Kuriera...	4,500
Western Call	6,000
Western Clarion	4,500

MANITOBA

Winnipeg, Canadian Farmer	
Commercial	5,700
Farmer's Advocate and	
Home Journal	33,444

Winnipeg, Farmer's Telegram.....	28,982
Farmer's Tribune	17,687
Free Press and Prairie	
Farmer	36,887
Gazeta Katolicka, W. Cana-	
dize	8,788
Grain Grower's Guide....	37,500
Nordwesten	20,000
Norrna	6,320
North Ender	5,600
Northwest Review	8,793
Saturday Post	17,560
Svenska Canada Tidningen	
West Canada	6,300
.....	9,181

NEW BRUNSWICK

Fredericton, Gleaner	S-W 8,000
Noncton, Evangeline	4,300
St. John..Globe	
Maritime Baptist	5,600
Telegraph and News.. S-W	
Sussex, Kings County Record....	4,841

NOVA SCOTIA

Antigonish, Casket	5,300
Halifax.. Mail and Homestead...	12,500
Nova Scotian and Weekly	
Chronicle	20,000
Presbyterian Witness	6,574
North Sidney, Herald	4,700
Truro... News	6,335
Wesleyan	4,265

ONTARIO

Grimsby, Canadian Sportsman and	
Livestock Journal	5,300
Fruit Grower & Farmer ..	
Guelph.. Herald	4,900
Mercury	5,155
Hamilton, Labor News	5,000
Review	12,000
Spectator	S-W 7,243
Times	S-W 7,200
Kingston, British Whig	S-W 5,461
London.. Catholic Record	28,500
Echo	9,000
Farmer's Advocate and	
Home Magazine	33,345
Ottawa.. Canadian Citizen	S-W 14,675
Ottawa Valley Journal. S-W	
Peterborough, Farm and Dairy....	17,171
Times	
Toronto.. Canadian Baptist	6,891
Canadian Churchman	
Canadian Countryman	28,271
Canadian Courier	24,434
Canadian Farm	19,053
Canadian Grocer	4,950
Catholic Register and	
Canadian Extension	
Christian Guardian	21,726
Church Life	8,332
Financial Post of Canada	
Industrial Banner	29,500
Mail and Empire	17,500
Monetary Times	7,400
North-ender	5,950
Pioneer	25,350
Presbyterian	
Saturday Night	33,000
Sentinel	26,879
Sons of England Record..	30,000
Sun	16,870
Welland, People's Press	5,132
Tribune	5,196
Windsor Record	3,000
Woodstock, Sentinel Review	4,000

PRINCE EDWARD ISLAND			
Summerside, Journal		Quebec, L'Evenement	4,074
P. E. Island Agriculturist.		St. Jeans, News and Eastern Town- ships Advocate	6,300
QUEBEC		SASKATCHEWAN	
Cowansville, Cotton's Weekly.....	34,500	Moose Jaw, News.....	3,000
Montreal, Bulletin	8,000	Regina, Courier	10,351
Canard	10,000	Prairie Farm & Home ...	13,944
Devoir	8,000	Saskatchewan Province and Standard (The)	8,863
Family Herald and Star ..	132,353	CUBA	
Financial Times	5,630	Havana, Bohemia	10,000
Montreal, Independent Corriere Del Canada	8,011	Galicia	13,500
Nationaliste		La Politica Comica	28,000
Northern Messenger	58,316	PORTO RICO	
Patrie	22,000	San Juan, Porto Rico Progress	5,600
Pays	12,200	Porto Rico Ilustrado	
Presse	45,507	HAWAIIAN ISLANDS	
Samedi	21,446	Honolulu, Star Bulletin.....S-W	2,100
Standard	44,099	PHILLIPPINE ISLAND	
Witness and Canadian Homestead	25,875	Manila, Phillippine Free Press	6,400
World Wide	5,782		
Quebec, Action Sociale	10,616		

A COMPLETE LIST OF

MONTHLY AND SEMI-MONTHLY PUBLICATIONS

Semi-Monthlies are designated thus—S-M, all others being issued monthly.

ALABAMA			
Birmingham, Dixie Home	45,000	San Francisco, Orchard and Farm..	39,802
Mobile, Southern Medical Journal.	5,000	Our Navy	13,000
ARIZONA		Overland Monthly	75,571
Phoenix, Progressive Farm and Home Builder		Pacific Coast Architect....	
ARKANSAS		Pacific Motor	23,000
Ft. Smith, Ozark Fruit & Farms....	30,000	Sunset Magazine	150,000
Huntington, Southern Worker.....	30,000	Western Motor Record....	76,000
Little Rock, Ark. Farmer and Home- stead	S-M 35,000	Tropico Business Farmer S-M	5,549
CALIFORNIA		COLORADO	
Los Angeles, American Globe	10,000	Colorado Springs, Intermountain Poultry Advocate	6,500
Am. Theosophist		Denver, Harpoon	12,133
Cal. Medical and Surgical Reporter	5,500	Motor Field see Chicago Ill.	
Everyman	6,000	National Food & Cookery..	
Grizzly Bear	11,566	Outdoor Life	55,750
McKelvie's Megaphone		Rocky Mountain Magazine.	60,000
Motor West	S-M 6,200	Western Farm Life.....	50,000
Out West	S-M 50,000	Western Poultry World...	10,000
Pacific Poultry Craft.....	10,387	Fort Morgan, Colorado Farmer.S-M	12,500
Pullman Current Topics....		DISTRICT OF COLUMBIA	
West Coast Magazine....	13,000	Washington, American Federationist	
Western Empire	44,490	American Forestry	11,500
Mountain View, Signs of the Times Magazine	37,292	American Motorist	49,295
Sacramento, Live Stock and Dairy Journal	13,652	American Standard	25,000
San Francisco, Architect and En- gineer of California	10,500	Army & Navy Medical Record	B-M 14,900
British Californian	8,000	Catholic Educational Re- view	4,000
Camera Craft	12,500	Fleet Review	5,839
Coast Banker		Journal of the Knights of Labor	
International Fair Illus- trated		Life and Health.....	43,750
Newshot Magazine	35,000	Machinist Monthly Journal	80,000
		Missionary	43,890
		National Geographic Maga- zine	286,500

Washington, National Hibernian.....	
Navy	5,800
Postal Record	30,000
Postmaster's Advocate	25,000

FLORIDA

St. Augustine, Florida Farmer & Homeseeker	6,280
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GEORGIA

Athens.. Woman's Work	
Atlanta.. Cotton	5,000
Electrical Engineering	9,000
New South Baker	4,000
Soda Dispenser	10,000
Southern Cultivator and Dixie Farmer	S-M 47,517
Southern Engineer	20,500
Southern Fancier-Farmer..	25,000
Southern Machinery	7,500
Southern Ruralist	S-M 250,000
Watts Official Railway Guide	7,000
Westminster Magazine	10,000
Gainsville, Home Helper	5,000
Thomson, Waston's Magazine	50,000

IDAHO

Boise... Idaho Farmer	S-M 10,000
Caldwell, Gem State Rural and Live Stock Journal	18,104

ILLINOIS

Bloomington, School and Home Education	
Carlinville, Otwell's Farmer Boy	40,000
Chicago, Agents & Mail Order Magazine	B-M 10,000
American Carpenter and Builder	42,430
American Co-operative Journal	10,500
American Educational Review	
American Farming	80,000
American Food Journal..	10,000
American Jeweler	5,000
American Journal of Clinical Medicine	25,000
American Journal of Veterinary Medicine	7,022
American Poultry Journal..	65,000
American Sheep-Breeder..	
American Swineherd	35,000
American Tourist	6,000
Arkansas Traveler	
Banner of Gold	B-M 25,850
Bell Telephone News	35,000
Better Farming	327,342
Blue Book Magazine	
Boys' Companion	B-M 16,000
Breeders' Guide	11,500
Brewer and Maltster	
Brick and Clay Record..S-M	7,526
Buildings and Building Management	
Cement & Engineering News	7,350
Cement World	18,000
Christian Workers' Magazine	11,555
Commercial Telegraphers' Journal	
Contractor	6,000
Daheim	
Dealers Building Material Record	7,126
Detective	7,500

Chicago, Earth	35,000
Electric City Magazine...	60,000
Electricity & Engineering..	20,000
Electric Traction	5,400
Electric Vehicles	7,500
Embalmers' Monthly	8,131
Every Day Life	750,000
Extension Magazine	162,100
Factory	17,000
Farm Loans and City Bonds	
Fine Arts Journal	35,860
Furniture Journal	6,897
Golfers' Magazine	7,500
Grain Dealers' Journal..S-M	6,236
Green Book Magazine....	
Gregg Writer	31,278
Hearthstone	
High School Life	5,000
Home Life	902,261
Hospodarske Listy	S-M 4,946
Hotel Bulletin	
Hotel Monthly	6,216
Household Guest	903,907
Hummer	
Ice and Refrigeration...	
Iconoclast	37,000
Illinois Central R. R. Magazine	55,000
Illinois Farmer and Farmer's Call	S-M 59,800
Illinois Medical Journal..	6,500
Inland Printer	17,104
Inland Stationer	5,322
Inland Storekeeper	8,600
International Socialist Review	41,833
Investing for Profit	30,000
Irrigation Age	34,179
Live Stock Journal	25,000
Mail Order Journal	
Masonic Voice Review...	
Medical Recorder	5,900
Medical Standard	9,200
Merchants Record and Show Window	8,624
Milk News	15,000
Milliner	
Millwaukee Ry. System Employee's Magazine	45,000
Mission Studies	4,817
Motor Field	16,825
Multitude	15,000
National Banker	6,000
National Builder	29,000
National Cleaner and Dyer	5,000
National Engineer	23,015
National Harness Review..	5,000
National Humane Journal..	10,688
National Jeweler and Optician	11,787
National Laundry Journal	S-M 6,000
Novelty News	10,391
Office Appliances	6,500
Office Outfitter	5,404
Operative Miller	6,850
Opportunity	200,000
Photoplay Magazine	200,000
Piano Magazine and Music Industry	34,580
Platform	
Popular Mechanics Magazine	350,000
Power Wagon	10,000
Practical Decorator	8,325

Chicago. Practical Engineer . . . S-M	23,914
Prarie Farmer	90,636
Public Libraries	
Public Service	21,261
Rand, McNally Bankers	
Monthly	6,000
Red Book Magazine	
Retail Coalman	
Retailer's Journal	
Rock Island Employee's	
Magazine	
Santa Fe Magazine	65,000
School Review	
Short Hand Writer	12,000
Sports Afield	42,969
Standard Advertising	
Successful Poultry Journal	40,000
Surgery, Gynecology & Ob-	
stetrics	7,792
System	150,000
Technical World Magazine	150,945
Telephone Engineer	7,100
Ten Story Book	91,500
Traveler's Ry. Guide	
Vegetable Grower	120,000
Welcome Guest	250,000
Western Review	36,000
Woman's World	2,030,588
Decatur. Fox & Hound & Trappers	
World	
Dwight. Banner	50,000
Elgin. Mother's Magazine	547,248
New Century S. S. Teach-	
er's Monthly	52,153
Evanston, Correct English	12,000
Katholischer Jugendfreund	
Svensk-Amerikanska Familj	
Journalen	12,000
Young Crusader	25,333
Franklin Park, Pilot	10,000
Hamilton, American Bee Journal	5,739
Hinsdale, Life Boat	12,000
Libertyville, Business Philosopher	20,000
Mount Morris, Mystic Workers	80,000
Poultry Tribune	45,000
Oak Park, School Century	25,000
Plymouth, New Thought Companion	
. S-M	6,000
Quincy. Home Instructor	200,826
Poultry Keeper	30,666
Reliable Poultry Journal	59,113
Rock Island, Modern Woodman	973,171
Royal Neighbor	315,000
Ungdomsvannen	7,752
Springfield, Berkshire World and	
Corn Belt Stockman	10,000
Court of Honor	88,000
Farm Home	75,000
Swine World S-M	20,000
Taylorville, School News and Practi-	
cal Educator	13,083
Techny. Amerikanisches Familien-	
blatt	16,500
Christian Family	17,000

INDIANA

Anderson, Call of the Moose	400,000
Argos. National Hardware Bulletin	
Brazil. Y. M. I. Monthly	15,152
Crawfordsville, Chariot	120,000
Goshen. Cooking Club Magazine	35,500
Poultry Post	40,000
Indianapolis, Associated Advertising	
Barrels & Bottles	10,200
Bricklayer, Mason and	
Plasterer	53,000

Indianapolis, Bridgemen's Magazine	
Carpenter	8,000
Chronicle	70,000
Clay Worker	5,000
Educator Journal	7,000
Inland Poultry Journal	40,000
Journeyman Barber	
Locomotive Firemen's and	
Engineer's Magazine	88,000
Municipal Engineering	6,731
Swine Breeders Journal	
. S-M	
Typographical Journal	51,000
Up-to-date Farming S-M	209,000
Wood Worker	10,015
Lafayette, Painter and Decorator	
Marion. Teacher's Journal	7,000
South Bend, Eagle Magazine	383,571
Western Undertaker	5,300
Spencer, Farm Life & Agricultural	
Epitomist	300,000

IOWA

Cedar Rapids, Krinden Og Hjemmet	
Qvinnan Och Hemmet	60,000
Modern Brotherhood	140,000
Railway Conductor	50,120
Russell's Railway Guide	10,000
Western Poultry Journal	40,000
Council Bluffs, National Horticult-	
urist	
Des Moines, Auto News	8,800
Golden Egg	18,000
Iowa Farmer S-M	70,584
Loyal Workman	17,000
Merchants' Trade Journal	
Midwestern	53,122
People's Popular Monthly	
Producer & Consumer	750,000
Road Maker	63,000
Successful Farming	24,800
Yeoman's Shield	700,000
Marshalltown, Am. Municipalities	200,000
5,706	
Mount Vernon, Fruitman and Gar-	
dener	48,844
Nevada. Profitable Breeding &	
Farming	4,000
Traer. Farm and R. E. Journal	67,500
Waterloo, Corn	100,000
Creamery Journal S-M	5,132
Egg Reporter	5,640
Kimball's Dairy Farmer	
. S-M	110,242
Milk Trade Journal	5,000

KANSAS

Atchison, Midwest Moose Review	
Kansas City, Boiler Makers Journal	
Coopers Int. Journal	16,750
9,000	
Topeka. Household	765,410
Missouri Valley Farmer	511,876
Poultry Culture	46,629
Rural Autoist	4,012
Western Odd Fellow	6,500
Western School Journal	5,300

KENTUCKY

Covington, Union Journal	106,744
Louisville, American Common Sense	
Baby	15,000
Farm & Family	22,373
Home and Farm S-M	102,887
Inland Farmer S-M	120,125
Kentucky Elk	
Market Growers Journal	
. S-M	18,079
Masonic Home Journal. S-M	45,000

Louisville, North and South.....	10,000
Trade Outlook	6,050

LOUISIANA

Crowley, Rice Journal and Southern Farmer.....	10,000
New Orleans, Gulf State Farmer.....	
Modern Farming.....S-M	20,075
Southern Buck	5,700

MAINE

Augusta, American Woman	614,711
Comfort	1,286,620
Vickery & Hill's List.....	
Good Stories.....	1,843,665
Happy Hours.....	
Hearth and Home	
Bangor, Rural Life	S-M
Waterville, Civic League Record...	8,000

MARYLAND

Baltimore, Atlantic Educational Journal	14,700
Baltimore & Ohio Employes' Magazine	42,000
Farmers and Planters Guide Journal of Educational Psychology	5,490
Merchants & Manufactures Journal	6,200
Royal Service	15,000

MASSACHUSETTS

Athol...Healthy Home	21,991
Beverly...American Benefit Journal.....	9,000
Boston...American Agency Bulletin.....	6,534
American Cookery	32,239
Atlantic Monthly	40,000
Christian	5,500
Christian Safeguard	5,200
Church Militant	5,100
Father Mathew Herald.....	
Graphic Arts	
Happyland Magazine	10,611
Hibernian	S-M
Home Needlework	
Knights of Honor Reporter	
Mass. Medical Journal.....	10,231
Missionary Herald	13,000
Missions	53,000
Modern Priscilla	425,185
Musician	30,000
National Magazine	
National Sportsman	70,000
New England Magazine.....	
Our Dumb Animals	58,429
Photo-Era	9,000
Pilgrim Teacher and Sunday School Outlook	
Popular Educator	37,000
Popular Photography	9,000
Primary Education	83,000
Profitable Poultry	10,086
St. Andrew's Cross	
School Arts Magazine.....	12,000
Shoeman	S-M
Textile World Record.....	6,302
Where-to-go, Bureau.....	2,500,000
Woman's Missionary Friend	47,000
Cambridge, Printing Art.....	5,500
Printing Art Suggestion Book	
East Northfield, Record of Christian Work	30,000
Holyoke Health Magazine	20,000
Nautilus	43,000
Salem...Black Cat	

Salem...Little Folks	114,286
Springfield, Candlestick Magazine...	105,000
Farm and Home.....S-M	601,938
Eastern	
Western Division	
Kindergarten Review	
Westfield, National Grange	

MICHIGAN

Adrian...Michigan Patron	10,000
Ann Arbor, Michigan Alumnus.....	7,000
Battle Creek, Dog Fancier.....	5,000
Good Health	12,500
Mich. Poultry Breeder.....	22,000
Detroit...Accountant	30,000
Advance Advocate	24,970
American Boy	211,666
American Elk	S-M
Bay View Magazine	16,650
Beach's Magazine of Business	35,468
Bee Hive	226,831
Business	67,220
Business Service	
Concrete Cement Age	11,054
Fraternal Index	17,000
Gateway	23,250
Gleaner	85,000
Horse Shoer's Journal.....	
Michigan Dairy Farmer	S-M
Modern Methods	52,021
Motorman and Conductor.....	57,600
Pemberthy Engineer and Fireman	15,000
Pere Marquette Magazine.....	20,000
Therapeutic Gazette	15,000
Grand Rapids, American Cheese-maker	7,000
Fruit Belt	40,000
Furniture Record	4,059
Het Ideaal Magazine	10,500
Hollandsche Farmer	25,000
Huisvriend	15,000
Mechanical Digest	35,000
Michigan Farm Herald	30,000
Kalamazoo, Poultry & Suburban Farmer	25,000
Poultry Pointers	29,000
Vegetarian Mag.	16,000
Owasso...American Keystone Tyler.....	5,100
Port Huron, Ladies' Review.....	180,000
Lady Macabee	49,000
St. Clair Postmaster Everywhere	27,946
St. Joseph Gas Power	20,010
Threshermen's Review & Power Farming	35,000
Union City, National Barred Rock Journal	18,650

MINNESOTA

Duluth...Opportunities	9,000
Minneapolis, Crowbar	
Familie Journal Illustrated	12,500
Fancy Work Magazine	
Farm Implements	4,770
Farm, Stock and Home	111,166
Keith's Magazine	15,000
Kvindens Magasin	
Nordiska Hem	8,000
Osteopathic World	
School Education	13,000
Skandinaviska Good Templaren	12,000
Skordemannen	S-M
Ungdommens Ven	S-M

Minneapolis Western Architect.....	5,044
Northfield, Northwest Dairyman ..	6,995
St. Paul. Agricultural Magazine ..	S-M 110,000
Courant	50,000
Cupids Columns	B-M 50,000
Deutsche Farmer	S-M 47,654
Farmer's Wife	722,241
Odd Fellow's Review.....	23,500
Poultry Herald	20,000
Stillwater Hermann's Sohn.....	S-M 5,800
Winona. National Farmer	S-M 50,724

MISSISSIPPI

Jackson. Mississippi Union Advo- cate	S-M 4,400
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MISSOURI

Columbia, Missouri Farmer...S-M	50,000
Hendrickson, Flatwood Farm Journal	10,000
Joplin...Southwestern Automobile ..	5,000
Kansas City, American Breeder.S-M	35,000
American Hereford Jour- nal	S-M 5,800
Freight Payer & Consumer	5,000
Home Friend	519,000
Illustrated World	
Medical Herald	9,300
Missouri and Kansas Far- mer	S-M 104,679
Railway Carmen's Journal	33,191
Railway Clerk	8,650
Railway Mail	6,000
Western Dental Journal... ..	5,000
Moberly. Missouri Triple Link	7,500
Mountain Grove Useful— Poultry Journal	15,000
Western Dental Journal	5,000
St. Joseph, Commercial Journal	5,230
Fruit Grower Farmer...S-M	125,000
Profitable Farming	75,000
St. Louis, Altruist	10,000
American Paint & Oil Dealer	10,000
American Woman's Re- view	26,000
Auto Review	12,868
Bulletin of Commerce.S-M	14,750
Ceska Zena	6,200
Christian Philanthropist..	14,500
Commercial News & Labor Gazette	S-M 10,300
Commercial Review ..S-M	31,000
Farm Progress	S-M 152,175
Force	8,000
Home	31,000
Humorist	718,000
International Musician ..	75,000
Interstate Medical Journal ..	10,000
Medical Brief	
Medical Era	11,000
Medical Fortnightly	10,400
Medical Review	6,500
Missouri A. O. U. W. Over- seer	7,000
M. K. & T. Employes' Magazine	20,000
Missouri Mule	10,000
Missouri Ruralist	84,000
Modern Hospital	8,000
National Elks Horn	51,000
National Farmer and Stock Grower	122,897
National Good Roadster... ..	20,000
St. Louis, National Rip Saw ..	231,008

St. Louis. Phitabelic Journal of America	10,878
Queen's Work	21,000
Railroad Telegrapher	44,000
Sporting Goods Dealer	12,000
Toys and Novelties	6,500
T. P. A. Magazine	47,338
Urologic & Cartaneous Re- view	17,500
Word and Works	30,000
Sedalia..Garden & Farm News ..	60,000
Perry's Musical Magazine	3,500
Springfield, Ozark Countryman ...	14,500
Ozark Magazine	5,000

MONTANA

Helena..Stockman and Farmer.S-M	25 000
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NEBRASKA

Lincoln..American Homestead ...	35,000
American Poultryman	30,000
Campbell's Scientific Far- mer	30,040
Commoner	S-M 100,000
Nebraska Teacher	
Nebraska Worker	9,583
Poultry Topics	27,000
Norfolk..Carlson's Rural Rev....	31,896
Omaha..Cesko-Americky Venkor ..	S-M 16,750
Hospodar	S-M 31,072
Monthly Tidings	150,000
Motorist	13,207
Nebraska Farm Journal.....S-M	101,265
Sovereign Visitor	784,918
Superior. Philatelic West	5,000
University Place, Union Worker...	6,500

NEW HAMPSHIRE.

Portsmouth, Railway Post Office...	
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NEW JERSEY

Butler...Hausdoktor	15,000
Camden..Musical Enterprise	7,000
Hoboken.Columbiad	320,000
Newark..N. J. Baptist Bulletin...	9,500
Railroad Employee	15,767
Ridgewood, Editor	S-M 8,250

NEW MEXICO

Santa Fe New Mexico-Revista Ilus- trado	6,000
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NEW YORK

Albany..Motordom	10,400
Brooklyn, Motion Picture Story Magazine	212,080
Buffalo..American Blacksmith	20,548
American Poultry World..	45,000
C. M. B. A. Advocate	62,708
Hacienda	23,086
National Monthly	300,000
Cooperston, American Motherhood..	102,000
Table Talk	12,250
Dansville, Normal Instructor and Primary Plans	110,000
East Aurora, Fra (The).....	52,007
Philistine	102,000
Elmira..Poultry Review	
Florida..Stamp Journal	9,700
Garden City, Country Life in America	37,000
Garden Magazine and Farming	31,449
Motor Life	50,000
Short Stories	100,000
World's Works	117,700
Jamestown, Nurse	10,000
Lisle...Feathered Warrior	

Milford..Teacher's Gazette	10,000	New York, Confectioners' and Bak-	
New York, Adventure		ers' Gazette	
Advertising and Selling		Comercio (El)	10,500
Aeronautics	S-M	Confectioners Gazette	
Ainslee's Magazine	228,366	Converted Catholic	4,000
Air Craft	10,500	Cosmopolitan	1,000,000
All Outdoors	25,000	Costume Royal	64,200
American City	10,400	Craftsman	23,000
American Club Woman	100,000	Cuba Review	5,000
American Exporter	20,250	Current Opinion	100,000
American Furrier		Decorative Furnisher	5,000
American Gentleman		Delineator	
American Golfer		Dental Digest	15,000
American Hatter	5,000	Designer	
American Home Journal	50,000	Dietetic and Hygienic	
American Homes and		Gazette	
Gardens	12,507	Dry Goods	7,500
American Industries	15,000	Dry Goods Economist	13,533
American Journal of Nurs-		Dunns Review	27,568
ing	10,000	Educational Foundation ..	7,000
American Journal of Sur-		Electrical Record	8,000
gery	23,000	Elegance Parisienne	6,000
American Ladies' Tailor ..		Elite Styles	50,000
American Magazine	370,889	Elks' Antler	
American Medicine	20,500	Engineering & Mining	
American Messenger	Refused	Journal	9,596
American Missionary	33,750	Engineering Magazine	11,250
American Penman	18,262	Erie Railroad Employ	
American Printer	7,000	Magazine	40,000
American Sunday Monthly		Everybody's Magazine	600,000
Magazine	2,252,474	Export American Indus-	
American Tailor and Cutter		tries	40,000
Amerikanischer Bot-		Family Journal	38,450
schafter	16,600	Field and Stream	53,000
Architectural Record	11,250	Field Illustrated	10,000
Architecture	4,856	Gas Energy	7,000
Archives of Pediatrics	7,000	Gentlewoman	2,000,000
Argosy		Golf	32,000
Arts and Decoration	15,000	Golf Illustrated and Out-	
Art de la Mode		door America	
Association Men	30,000	Good Housekeeping	348,173
Automobile Dealer and		Haberdasher	6,500
Repairer	21,500	Hardware Dealer's Maga-	
Baker's Review	7,500	zine	18,000
Bankers' Home Magazine ..	5,100	Hardware Review	13,538
Banking Law Journal	8,800	Harper's Bazar	85,000
Barber's Journal	4,250	Harper's Magazine	100,000
Baseball Magazine	58,000	Health Culture	34,000
Benziger's Magazine	94,389	Hearst's Magazine	300,000
Blacksmith & Wheelwright		Hints	103,759
Bon Ton	11,000	Homiletic Monthly	
Bookman		Homiletic Review	20,000
Book Seller, News Dealer		House and Garden	26,000
and Stationer	S-M	House Beautiful	50,000
Boys' Life Magazine	52,220	Housewife (The)	500,000
Brickbuilder	5,383	Housewives League	30,000
Building Age	22,451	Illustrated Companion	270,000
Business America	25,541	Illustrated Milliner	9,141
Business Journal	10,000	International	15,000
Butterick Trio	1,400,000	International Confectioner.	7,500
Caledonian		International Journal of	
Cassier's Engineering.		Surgery	
Monthly		International Studio	10,000
Caterer & Hotel Prop.	18,350	Jewish Farmer	5,000
Catholic World		John Martins Book	13,000
Caxton Magazine	21,145	Journal of the Outdoor Life	6,000
Century Magazine	102,367	Journal of the Telegraph ..	37,000
Childrens Blue Bird Maga-		Judge's Quarterly	19,000
zine		Ladies' World and House-	
Church Bulletin	79,000	keeper	1,000,000
Circle and Success Maga-		Leader (The)	
zine	100,000	Life Insurance Independ-	
Clothier and Furnisher	6,500	ent	10,000
Club Journal	5,000	Lumberman's Review	
		McCall's Magazine	1,274,048

New York, McClure's Magazine....	500,000	New York, Railway Age Gazette (Mechanical Edition) ..	4,562
Machinery	25,845	Railway and Locomotive Engineering	
Magazine of Fun.....	30,000	Recreation & Outdoor World	
Masses	15,000	Retail Baker	4,728
May Manton Fashion Book and Envelope—Quarterly	273,176	Review of Reviews.....	
May Manton Fashion Monthly	3,000,000	Revista Universal	25,000
May Manton Pattern En- velope	1,300,000	Rudder	
Medical Times	5,500	St. Nicholas Magazine....	
Men's Wear	5,000	Sartorial Art Journal....	
Messenger of the Sacred Heart	249,831	School Journal	5,000
Metal Industry	8,640	Scribner's Magazine	122,893
Metronome	22,174	Sentinel of the Blessed Sacrament	87,496
Metropolitan Magazine ..	350,000	Shopper	400,000
Millinery Trade Review..		Silver Cross	
Missionary Review of the World	10,500	Smart Set (The).....	60,000
Moody's Magazine	10,500	Smart Styles	30,000
Motor	25,000	Smith's Magazine	131,256
Motor Boat	S-M 29,000	Snappy Stories	150,000
Motor Boating	25,000	Soda Fountain	20,164
Motorcycle Illustrated ..	14,125	Spirit of Missions.....	40,154
Munsey's Magazine		Steam	8,000
Musical Observer	14,750	Strand Magazine	90,000
National Advocate	5,000	Suburban Life	30,000
National Bottlers Gazette.	5,000	Sunday School Lesson Illustrator	22,000
National Food Magazine..	20,000	Sunshine Bulletin	13,500
National Semi-Monthly Magazine	2,000,000	Tea and Coffee Trade Journal	4,583
Naturopath and Herald of Health	25,000	Teachers' Magazine	
Needlecraft	816,014	Telegraph and Telephone Age	8,000
New Story Magazine.....	153,541	Theatre Magazine	53,326
New York State Journal of Medicine	8,300	Top Notch Magazine..T-M	225,647
North American Review..	25,000	Trained Nurse and Hospital Review	14,500
Notions & Fancy Goods...	5,750	Travel	30,000
Nugent's Bulletin	5,000	Typewriter Topics	10,000
Open Window	5,000	Universal Engineer	17,300
Outing Magazine		Vanity Fair	15,000
Pearson's Magazine	150,000	Violin World	5,000
Pediatrics	10,500	Vogue	S-M 45,000
Peerless Fashion Guide...	600,000	Volunteers' Gazette	20,000
Peerless Fashion (Qu'tly)	30,000	Wide World Magazine....	100,000
People's Home Journal...	932,401	Winged Foot	4,600
People's Magazine	201,088	Woman's Home Missions.	5,500
Pharmaceutical Era	20,127	Woman's Magazine	
Phonographic World and Commercial School Review		Writers Magazine	12,000
Photographic News	6,000	Yachting	
Physical Culture	135,000	Young's Magazine	124,360
Pictorial Review	1,000,000	Zukunft	81,200
Playground	5,000	Northport, Law Notes.....	10,000
Plumbers' Trade Journal		Oneonta, N. Y. Field Afar.....	15,000
.....S-M		Rochester, American Fruits.....	2,600
Polo & Club Magazine....	6,000	American Nut Journal....	1,000
Popular Electricity & Modern Mechanics	125,000	Case and Comment	15,880
Popular Magazine	S-M 379,923	Green's Fruit Grower....	140,000
Popular Science Monthly.		Rural Life	60,000
Proceedings American In- stitute of Electrical En- gineering	9,750	Syracuse, American Poultry Ad- vocate	51,000
Pulitzer Magazine		Good Health Clinic.....	16,746
Railroad and Current Mechanics		Keramic Studio	4,500
Railway Age Gazette.....	8,664	Practical Dairyman	24,000
		School Bulletin	
		Sporting Goods Gazette...	5,200
		Troy.... Carriage Dealers Journal..	
		General Federation Maga- zine	250,000

The information contained in this book applies to any advertiser. Our special service as Advertising Agents is the concentration of our whole experience upon YOUR proposition.

Troy...Home Budget	101,000	Dayton...Biff	
Utica...Daughters of Isabella Herald		Choir Herald	29,566
Watertown, I. O. O. F. Lodge Record	10,000	Choir Leader	14,233
NORTH CAROLINA			
Charlotte, Southern Poultry Review	5,000	Otterbein Teacher	12,150
Fork...Hornet	S-M 13,000	Young Catholic Messenger	S-M 51,000
Lexington, Southern Good Roads	9,893	Granville, Ohio Messenger	10,000
Moravian Falls, Fool Killer	24,000	Grover Hill, Tri State Farmer	S-M 6,245
Yellow Jacket	S-M 250,000	Jamestown, Better Roads	16,000
Winston-Salem, Our Rural Home and Carriers Messenger	23,400	Marietta, Uplift Magazine	50,000
Piedmont Industries	6,500	Medina...Gleanings in Bee Culture	S-M 21,218
NORTH DAKOTA			
Fargo...National Grain Grower	30,064	Somerset, Holy Name Journal	20,000
Lisbon...North Dakota Farmer	6,000	Springfield, Family, Farm and Fireside	S-M 600,000
Rotary	8,350	Farm Engineering	56,283
OHIO			
Canton...Roller Monthly	9,000	Farm News	259,427
To-Day's Magazine	800,000	Household Journal and Floral Life	274,575
Union Reporter	12,900	Poultry Success	50,000
Carey...Poultry Record	18,000	Woman's Home Companion	811,916
Cincinnati, Adult Bible Class		Toledo...American Medical Compend	10,000
American Building Association News		Dental Summary	8,000
American Home Missionary		Family Grocer	4,500
American Machine & Tool Record	25,000	OKLAHOMA	
Blue Bird	15,000	Mounds...O. K. Poultry Journal	8,960
Club Woman's Magazine		Muskogee, Interstate Farmer	31,887
Express Gazette	18,830	Oklahoma City, Oklahoma Farmer	S-M 52,552
5 & 10 cent Store Magazine		Oklahoma Farmer & Stockman	S-M 95,313
Furniture Worker	5,000	Oklahoma Farm Journal	S-M 52,050
Gas Engine	10,000	OREGON	
Haus und Herd	8,000	Hood River, Better Fruit	13,192
Home and Country	100,000	Lents...Pacific Grange Bulletin	
International Molder's Journal	34,200	Mount Angel, Armen Seelen Freund	15,000
Saxby's Magazine	30,000	Mount Angel Magazine	12,000
Signs of the Times	S-M	Portland, Chamber of Commerce Bulletin	26,650
Spokesman	5,000	Oregon Farmer	S-M 16,955
Starch Room	5,312	Portland, Pacific Northwest	17,001
Sunday School Journal	180,000	Salem...N. W. Poultry Journal	13,500
Cleveland, Club Notes	37,500	Oregon Teachers' monthly	4,500
Dollars and Sense		PENNSYLVANIA	
Dongo	S-M 13,500	Allentown, Spare Moments	250,415
Evangelische Magazin	11,000	Athens...Penna Medical Journal	6,450
Expositor and Current Anecdotes	13,500	Chambersburg, Penna. Grange News	33,500
Foundry	9,500	Erie...Pennsylvania Merchant	7,500
Lather	6,000	Greenville, Young Lutheran	23,178
Locomotive Engineer's Journal	75,191	Hanover, Poultry Fancier	43,145
Ohio Architect, Engineer and Builder	7,500	Harrisburg, Evangelical Bible Teacher	9,300
Cleveland, Power Boating	25,000	Lancaster, Pennsylvania School Journal	6,000
Railroad Trainman	133,000	La Park, Park's Floral Magazine	458,030
Railway Post Office	13,500	Millmont, Redmen's Review	23,062
Woodcraft	16,005	Philadelphia, Adult Class	12,154
Columbus, Business Educator	12,792	Am. Church Sunday School Magazine	9,500
Catholic Forester		Annals Am. Academy of Political & Social Science	B-M 6,484
Feeder	S-M	Annals of Surgery	4,694
Hunter-Trapper	83,500	Assembly Herald	51,914
Medical Journal	7,500	Augsburg Sunday School Teacher	23,710
National Guard Magazine	37,000	Automobile Trade Journal	23,824
Ohio Educational Monthly	6,000	Baptist Superintendent	5,100
Ohio Endeavorer	5,900		
Ohio Teacher	14,000		
Rural Educator	10,000		
Sample Case	44,759		

Philadelphia, Baptist Teacher.....	70,000
Book News Monthly	18,000
Camera	9,200
Church Press Association Magazine	28,000
Commercial America	15,000
Commercial Car Journal....	6,874
Confectioners' Journal	6,016
Cyclopedia and Medical Bulletin	10,000
Dental Cosmos	20,000
Ecclesiastical Review	15,000
Etude	231,250
Farm Journal	850,107
Fashions	
Heidelberg Teacher	16,600
Home and School	16,200
Hotel and Club News	7,185
Keystone	S-M 15,500
Keystone Magazine of Optometry	S-M 12,000
Ladies Home Journal	1,699,249
Lippincott's Magazine	50,300
Master Printer	6,484
Medical Council	27,125
Medical Summary	10,000
Medical World	23,619
Motor Print	41,370
New Ideas	165,860
Pennsylvania Herald	10,000
Practical Farmer	S-M 61,328
Railroad Wire and Signal.	5,000
School Progress	20,000
Searchlight Magazine	7,000
Service	9,500
Socialist	47,000
Sunday School World	9,600
Tobacco World	8,000
Traveling Elk	5,950
Twentieth Century Pastor.	12,063
Westminster Teacher	52,000
Woman & Beauty	7,000
World Wide	12,645
Youth's World (in weekly parts)	88,250
Pittsburgh, American	9,500
Automobile Journal	7,800
Bible Teacher	7,000
Coal Trade Bulletin... S-M	5,650
Electric Journal	12,833
In the Open	5,000
Men's Record and Mis- sionary Mo.	4,500
Poultry and Farm Re- view	10,000
Team Owner's Review	5,000
Scranton, Colliery Engineer	12,091
Retail Equipment	17,262
Sellersville, Poultry Item.....	45,000
Smethport, Boy's Magazine	100,000
RHODE ISLAND	
Pawtucket, Accessory and Garage Journal	15,000
Automobile Journal .S-M	18,340
Motor Truck	9,940
Woonsocket, Union	25,000
SOUTH DAKOTA	
Aberdeen Dakota Farmer..... S-M	60,219
Mitchell Progressive Poultry Journal	8,200
TENNESSEE	
Chattanooga, Business Builder ...	5,000
Southern Farm Journal	
..... S-M	58,390
Southern Fruit Grower	15,000
Fayetteville, Southern Farm News..	5,500
Story News	5,000
Memphis, Eye Opener	80,000
Nashville, Adult Student	94,481
Confederate Veteran	20,383
Convention Teacher	
Epworth Era	16,117
Merchant and Manufac- turer	4,948
Progressive Teacher	20,000
Southern Agriculturist, S-M	121,227
Southern Woman's Maga- zine	50,000
Sunday School Maga- zine	108,500
Watchman	25,000
Rogersville, American Pressman...	18,000
TEXAS	
Austin...K. Lamity's Harpoon ...	20,000
Belton...Poultry Life of American	
Dallas...Feld und Flur	9,230
Holland's Magazine	134,458
Industrial Record	S-M 10,000
Pitchfork	
Southern Poultryman	6,000
Texas Presbyterian	
Fort Worth, Murray's Swine Breeder	15,000
Southwest Magazine of Texas	30,000
Texas Railway Journal ...	6,500
Texas Realty Journal	8,500
San Antonio, Hermann's Sohn in Texas	18,000
Southwest Farmer and In- vestor	14,000
Texas Stockman and Farmer	S-M 35,563
Temple...Texas Pythian Banner Knight	4,500
Waxahachie, Texas Odd Fellows ..	9,000
UTAH	
Salt Lake City, Juvenile Instruc- tor	13,435
Young Woman's Journal..	16,000
VERMONT	
Barre...Quarry Workers Journal..	5,000
Brattleboro, Holstein Friesian Reg- ister	S-M 8,037
VIRGINIA	
Emporia, Virginia Farmer	
Poultry Times	
Richmond, Earnest Worker	56,000
Foreign Mission Journal..	33,000
Merchants' Journal and Commerce	6,724
Missionary Survey	25,000
Southern Planter	56,111
WASHINGTON	
Earlington, Westerner	89,721
North Yakima, N. W. Farm and Home	40,925
Bungalow Magazine	33,500
Pacific Fisherman	9,000
Pacific Motor Boat	18,713
Pacific Poultryman	12,041
Washington Farmer	S-M 20,000
Western Motor Car	4,000
Northwest Farm and Orchard	23,420
Western Farmer	S-M 33,072
Tacoma...N. W. Horticulturist and Dairymen	12,800

Tacoma. See America First.....	12,000
Walla Walla, Feathered World....	4,000

WEST VIRGINIA

Charleston, West Virginia Educator	5,000
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WISCONSIN

Fond Du Lac, Trade Extension....	13,957
Hamburg, Gefuegel Zuechter.....	8,500
La Crosse Light.....B-M	
Open Exhaust.....	7,960
Madison, American Thresherman....	53,333
Equity News.....S-M	12,000
Gas Review.....	26,484
Wisconsin Journal of Education.....	5,000
Menominee Falls, Wisconsin Sugar Beet.....	12,600
Milton...Profitable Poultry.....	4,897
Milwaukee, American Journal of Education.....	
American School Board Journal.....	10,500
Brooms, Brushes and Handles.....	3,000
Catholic School Journal.....	5,000
Deutsche Hausfrau.....	55,000
Excavating Engineer.....	9,849
Industrial—Arts Magazine.....	
Masonic Tidings.....	7,000
Milk Dealer.....	8,000
Our Young People.....	11,500
Outer's Book.....	53,000
Progressive.....	19,621
Western Teacher.....	
Wisconsin Motorist.....	5,000
Neenah...Friend and Guide.....	31,817
Racine...Norden.....	14,196
Watertown, Farmer's Veterinary Advisor.....	12,000

WYOMING

Cheyenne, Wyoming Stockman-Farmer.....	24,527
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CANADA**ALBERTA (N. W. T.)**

Calgary...Building World.....	3,000
Commercial Review..S-M	3,000
Farm and Ranch Review..	21,000

BRITISH COLUMBIA

Vancouver, British Columbia Magazine.....	11,031
Fruit & Farm Magazine..	5,000
Western Clarion.....S-M	4,500

MANITOBA

Winnipeg, Ami-Du-Foyer.....	5,600
Canadian Financier..S-M	5,240
Canada Monthly.....	25,844
Country Life in Canada..	20,231
Gas Power Age.....	13,500
Nor' West Farmer....S-M	30,000
Western Home Monthly..	40,432

NEW BRUNSWICK

Sackville...Eastern Farm and Home.....S-M	10,000
Sussex...Maritime Farmer and Co-operative Dairyman.S-M	9,980

ONTARIO

Hamilton, Canadian Royal Templar.	10,500
Kingston, Canadian.....	26,500
London...Canadian Woodman.....	15,000
Orillia...Canadian Workman.....	
Peterborough, Canadian Horticulturist and Beekeeper..	13,430
Toronto...Canadian Epworth Era...	6,084
Canadian Ladies' Home Journal.....	25,000
Canadian Implement and Vehicle Trade.....	6,300
Canadian Magazine.....	26,000
Canadian Motor Boat.....	
Canadian Poultry Review..	15,000
Canadian Teacher...S-M	6,500
Construction.....	4,500
Every Woman's World...	65,000
Farmers' Magazine.....	20,000
Foreign Missionary Tidings.....	27,200
MacLean's Magazine.....	40,000
Motoring.....	6,060
Motor Magazine.....	9,500
Poultry Advocate.....	5,000
Power House.....	5,280
Public Health Journal...	12,875
Sunday School Banner...	19,834
Teachers' Monthly.....	
Thrashermans Review...	8,400
Westminster.....	
Woodstock, Rod and Gun in Canada.	17,012

QUEBEC

Montreal, Canadian Messenger....	60,417
Canadian Official Railway Guide.....	
Canadian Pictorial.....	12,873
Journal d'Agriculture....	89,732
Journal of Agriculture....	9,709
Passe Temps.....S-M	10,500
Presbyterian Record.....	63,902
Revue Populaire.....	5,086
Quebec...Enseignement Primaire...	8,000

NEWFOUNDLAND

St. Johns, People.....	5,000
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CUBA

Camagney, Co-operation.....S-M	10,000
Havana...Cuba Ilustrada.....	27,000
Cuba Y America.....	10,000

PHILIPPINE ISLANDS

Manila...Philippine Education....	4,000
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A COMPLETE LIST OF SUNDAY NEWSPAPERS

ALABAMA

Birmingham, Age Herald	28,758
News	36,335
Mobile..Item	13,338
Post	9,253
Register	
Montgomery, Advertiser	21,854

ARKANSAS

Fort Smith, Southwest American... ..	10,155
Times-Record	
Little Rock, Gazette	22,677
Pine Bluffs Graphic	4,291
Texarkana, Four States Press	4,500

CALIFORNIA

Bakersfield, Echo	4,500
Fresno...Republican	18,764
Los Angeles, Examiner	143,358
Times	90,343
Tribune	60,624
Oakland, Tribune	41,053
Sacramento, Union	14,464
San Diego, Union	18,105
San Francisco, Chronicle	106,000
Examiner	233,704
Italia	9,765
Japanese American	12,000
Japanese New World	10,783
Sonntagsblatt des Cali Dem	6,520
San Jose, Mercury-Herald	12,450

COLORADO

Colorado Springs, Gazette	4,407
Denver..News	67,029
Post	90,955
Pueblo..Chieftain	11,142
Star-Journal	11,854

CONNECTICUT

Bridgeport, Post	8,956
Hartford, Courant	17,033
Globe	15,390
Hartford Globe	15,390
Post	
New Haven, Register	15,630
Union	10,725
Waterbury, Herald	25,493
(also Bridgeport)	
Republican	

DELAWARE

Wilmington, Sunday Morning Star..	8,891
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DISTRICT OF COLUMBIA

Washington, Herald	32,122
Post	51,450
Star	47,698
Times	42,605

FLORIDA

Jacksonville, Times Union	24,921
Pensacola, News	5,627
Tampa...Tribune	18,782

GEORGIA

Atlanta..American	98,552
Constitution	48,783
Journal	57,542
Augusta..Chronicle	11,000
Herald	10,266

Columbus, Enquirer Sun.....	6,800
Ledger	8,650
Macon...Telegraph	18,316
Savannah, News	19,498

IDAHO

Boise...Capital News	9,964
Idaho Statesman	12,588

ILLINOIS

Bloomington, Bulletin	7,172
Chicago, Biz Bozy	13,133
Denni Hlasatel	34,500
Examiner	524,922
Fackel	24,000
Herald	212,667
Inter Ocean	100,000
Italia	
Jewish Courier	39,765
Jewish Press	
Racing Form	12,477
Skandinaven	18,000
Sonntagspost	39,570
Sprayednost	13,500
Sunday Polish Echo	10,000
Svornost	30,760
Tribune	406,556
Westen	
Danville, Press-Democrat	10,418
Decatur, Herald	13,327
Review	13,442
East St. Louis Journal	9,085
Joliet...Herald	9,634
Peoria...Herald-Transcript	
Journal	12,500
Sonntags Glocke	
Star	10,876
Quincy...Whig	
Rockford, Star	10,062
Rock Island Union	
Springfield, Record	
State Journal	10,769
State Register	20,649

INDIANA

Anderson, Herald	5,563
Elkhart...Truth	4,590
Evansville, Courier	12,356
Demokrat	5,261
Journal-News	13,521
Fort Wayne, Journal-Gazette	22,425
Huntington, Our Sunday Visitor	232,824
Indianapolis, Spottvogel	11,978
Star	84,197
Lafayette, Sunday Times	5,000
Logansport, Journal Tribune	6,110
Marion...Leader Tribune	9,035
Muncie...Star	21,137
South Bend, News-Times	15,844
Terre Haute, Star	16,827
Tribune	14,073

IOWA

Burlington, Hawkeye	9,818
Cedar Rapids, Republican	15,510
Council Bluffs, Nonpareil	15,879
Davenport, Democrat and Leader	21,600
Demokrat	4,212
Des Moines, News	35,689

Des Moines, Register and Leader...	44,510	St. Paul, Pioneer Press	65,896
Dubuque, Telegraph-Herald	13,118	Winona, Independent	4,089
Times-Journal	14,232		
Keokuk, Gate City	6,097	MISSISSIPPI	
Sioux City, Journal	43,393	Jackson, Clarion Ledger	8,263
Waterloo, Times-Tribune	7,021	News	8,312
		Star	5,566
KANSAS		MISSOURI	
Atchison Champion	4,119	Joplin, Globe	15,424
Hutchinson, Gazette	8,563	News-Herald	10,444
Leavenworth, Times	7,621	Kansas City, Journal	75,017
Topeka, Capital	33,445	Post	118,659
Wichita, Eagle	37,131	Star	177,526
KENTUCKY		St. Joseph, Gazette	22,526
Frankfort, State Journal	3,570	St. Louis, Amerika	18,316
Lexington, Herald	8,286	Friedenbote	30,129
Leader	8,048	Globe-Democrat	164,381
Louisville, Anzeiger	12,122	Mississippi Blaetter	24,825
Courier-Journal	50,541	Post-Dispatch	307,524
Louisville, Herald	37,214	Republic	136,521
Owensboro, Messenger	5,071	Springfield, Leader	11,215
Paducah News-Democrat	6,854	Republican	10,800
LOUISIANA		MONTANA	
New Orleans, Abelle		Anaconda, Standard	15,549
Item	51,329	Billings, Gazette	3,556
States	34,743	Butte, Miner	14,262
Times-Picayune	69,703	Great Falls, Tribune	6,855
Shreveport, Times	14,659	Helena, Independent	5,860
MAINE		Missoula, Missoulian	
Portland Press	5,200	NEBRASKA	
Telegram	13,002	Lincoln, Star	
MARYLAND		State Journal	15,773
Baltimore, American	104,913	Omaha, Bee	43,212
Deutsche Correspondent	10,200	News	45,543
News	55,793	World-Herald	45,029
Sun	80,891	NEVADA	
MASSACHUSETTS		Reno, State Journal	4,736
Boston, American	352,937	NEW JERSEY	
Globe	276,010	Asbury Park, Press	6,938
Herald	60,633	Atlantic City, Sunday Gazette...	5,560
Post	301,104	Newark, Der Erzaehler	15,000
Haverhill, Record	15,656	Sunday Call	40,749
Lawrence, Sun	11,767	Patterson, Sunday Morning Chron- icle	5,000
Lowell, Sunday Telegram	17,487	Trenton, Times-Advertiser	16,680
Lynn, Telegram		NEW MEXICO.	
New Bedford, Standard	13,839	Albuquerque, Journal	7,386
Times		Las Vegas, Revista Catolica	6,474
Springfield, Republican	18,463	NEW YORK	
Union	18,858	Albany, Argus	14,740
Worcester, Telegram	32,860	Sunday Press	27,831
MICHIGAN		Sunday Telegram	30,000
Battle Creek, Enquirer	7,372	Brooklyn, Brooklyn & Brownsville Post	15,000
Journal	5,000	Citizen	32,893
Bay City, Tribune	10,300	Eagle	44,754
Detroit, Abend Post		Freie Presse	
Angelus		Standard Union	64,611
Free Press	101,259	Buffalo, Courier	103,269
News-Tribune	113,643	Diennik dla Wszystkich	10,470
Sonntagsblatt		Express	60,000
Grand Rapids, Herald	35,000	News	26,000
Hancock, Tyomies	13,000	Times	63,000
Houghton, Mining Gazette	7,418	Elmira, Telegram	50,000
Jackson, Patriot	11,817	New York, American	770,027
Kalamazoo, Gazette	16,652	American Sunday Semi- Monthly Magazine	2,100,000
Muskegon Times	5,300	Araldo Italiano	35,000
Saginaw, Courier-Herald	14,590	Associated Sunday Maga- zine	1,511,604
MINNESOTA		Atlantis	30,209
Duluth, News-Tribune	23,204	Bollettino della Sera	11,807
Minneapolis, Journal	85,447	Call	
Tidende	7,177		
Tribune	147,771		
St. Paul, News	70,943		

New York Courier des Etats Unis ..	28,968
Deutsches Journal ..	69,269
Follia ..	25,650
Fun ..	500,000
Giornale Italiano ..	
Herald ..	240,000
Illustrated Sunday Magazine ..	1,300,000
Jewish Forward ..	158,492
Jewish Journal ..	96,345
Jewish News ..	56,800
Mail Order Assn.	2,100,000
North Side News ..	16,000
Press ..	44,219
Progresso Italo Americano ..	64,444
Revue ..	

(See Zeitung)

Staats-Zeitung ..	59,236
Sun ..	85,134
Sunday Companion ..	70,000
Telegrafo ..	32,000
Telegram ..	113,439
Telegraph ..	36,088
Times ..	246,118
Tribune ..	55,335
United Sun, Comic Magazine ..	2,100,000
United Sun Newspaper ..	
Magazine ..	2,100,000
Volks-Zeitung ..	
World ..	485,443
Ogdenburg, News ..	5,000
Poughkeepsie, Sunday Courier ..	11,940
Rochester, Democrat and Chronicle ..	52,914
Herald ..	32,744
Syracuse Herald ..	55,969
Troy...Northern Budget ..	32,694
Observer ..	8,700

NORTH CAROLINA

Ashville, Citizen ..	7,398
Charlotte, News ..	6,334
Observer ..	16,152
Durham, Sun ..	5,070
Herald ..	4,976
Greensboro, News ..	10,100
Raleigh, News and Observer ..	19,388
Wilmington, Star ..	4,690

NORTH DAKOTA

Bismarck, Tribune ..	6,046
Fargo...Courier-News ..	12,600
Grand Forks, Herald ..	18,613

OHIO

Canton, News Democrat ..	11,260
Repository ..	15,371
Cincinnati, Commercial Tribune ..	43,340
Enquirer ..	52,263
Sonntagsblatt ..	49,550
Westliche Blaetter ..	62,750
Cleveland, American ..	10,985
Leader ..	69,850
Plain Dealer ..	147,510
Waechter und Anzeiger ..	21,500
Columbus, Dispatch ..	68,344
Ohio State Journal ..	31,324
Ohio Sonntagsast ..	
Dayton...Journal ..	25,680
News ..	15,224
Lima, News ..	9,057
Republican Gazette ..	5,500
Sandusky, Register ..	4,477
Springfield, News ..	10,618
Sun (The) ..	11,846
Toledo, Niedziela ..	16,000
Times ..	19,026

Youngstown, Vindicator ..	15,000
Zanesville Sunday News ..	8,412

OKLAHOMA

Ardmore, Ardmoreite ..	4,022
Enid, Eagle ..	3,300
Muskogee, Phoenix ..	11,472
Oklahoma City, Oklahoman ..	46,072
Tulsa, Democrat ..	9,463
World ..	10,840

OREGON

Portland Journal ..	54,025
Oregonian ..	71,781

PENNSYLVANIA

Erie....Dispatch ..	11,083
Herald ..	8,782
McKeesport, Times ..	9,200
Phila. Il Mattino ..	15,000
Philadelphia, Inquirer ..	274,510
Item ..	
North American ..	145,200
Opinione ..	
Press ..	167,140
Public Ledger ..	111,836
Record ..	134,189
Sonntagsblatt ..	35,000
Sonntags Journal ..	40,000
Sunday Dispatch ..	
Voce-Del-Popolo ..	23,000
Pittsburg, Dispatch ..	64,638
Gazette-Times ..	92,737
Leader ..	78,746
Post ..	68,346
Press ..	97,064
Volksblatt und Freiheits Freund ..	
Reading Eagle ..	15,572
Scranton, Scrantonian (The) ..	25,540
Williamsport, Grit ..	267,083

RHODE ISLAND

Providence, Journal ..	81,029
Tribune ..	12,770

SOUTH CAROLINA

Charleston, News and Courier	10,683
Columbia, Record ..	9,110
State ..	21,350
Greenville, News ..	5,068
Spartanburg, Herald ..	5,696

SOUTH DAKOTA

Aberdeen, American ..	6,217
Sioux Falls, Press ..	9,390

TENNESSEE

Chattanooga, Times ..	22,130
Knoxville, Journal-Tribune ..	19,263
Memphis, Commercial-Appeal ..	97,237
Tennessean and American Visitor ..	28,703
	152,065

TEXAS

Austin...Statesman ..	8,016
Tribune ..	5,050
Beaumont, Enterprise ..	16,366
Journal ..	5,000
Dallas...News ..	50,066
Times Herald ..	26,532
El Paso...Times ..	19,548
Fort Worth Record ..	26,478
Star-Telegram ..	30,733
Sunday News ..	17,000
Galveston, News ..	
Houston, Chronicle ..	44,586
Post ..	41,482
Telegram ..	19,317
San Antonio, Express ..	27,636
Light ..	21,058

Temple, Telegram	5,400
Waco News	6,122
Times-Herald	5,633

UTAH

Ogden...Examiner	5,000
Salt Lake City, Herald-Republican..	30,334
Tribune	36,902

VIRGINIA

Bristol, Herald Courier	4,681
Lynchburg, News	7,263
Newport News, Press	5,799
Norfolk, Virginian Pilot	39,456
Petersburg, Index Appeal	7,000
Richmond, Times Dispatch	33,276
Virginian	12,000
Roanoke, Times	10,801
Staunton, News	4,200

WASHINGTON

Bellingham, American Revenue ...	11,019
North Yakima, Yakima Herald....	3,061
Seattle..Post-Intelligencer	53,826
Times	86,995
Spokane..Spokesman-Review	54,391
Tacoma..Ledger	28,307
Tribune	17,000
Walla Walla, Bulletin	3,137
Union	3,290

WEST VIRGINIA

Bluefield, Telegraph	4,749
Charleston, Gazette	6,210
Huntington, Herald Dispatch	6,500
Parkersburg, Dispatch-News	4,500
Wheeling, News	16,767
Register	11,450

WISCONSIN

Eau Claire, Leader	8,962
Madison, Democrat	4,350
Wisconsin State Journal..	4,622
Milwaukee, Free Press	31,163
Germania Sonntags Post..	31,000
Journal	47,036
Sentinel	58,226
Sonntagsbote	8,317
Young Churchman	44,703

WYOMING

Cheyenne State Leader.....	5,881
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CANADA**ALBERTA**

Calgary, Sunday Sun.....	5,000
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BRITISH COLUMBIA

Vancouver, News Advertiser	15,000
Victoria..Colonist	

ONTARIO

Toronto, Star	32,260
World	89,000

QUEBEC

Montreal, Bulletin	8,000
Canard	10,000
Jewish Eagle	12,115
Nationaliste	

CUBA

Gibara, El Progreso.....	5,000
Havana, Bohemia	10,000
Cuba	32,500
Cuba Ilustrada	27,000
Diario de la Marina	
El Mundo	
La Discusion	20,000
La Politica Comica	28,000
Post	8,500
Matanzas, El Republicano.....	3,000

PORTO RICO

Mayaguez, La Bandera Americana..	2,500
San Juan Correspondencia	4,250

HAWAIIAN ISLANDS

Honolulu, Japanese Chronicle.....	1,931
Shimpo	3,421

PHILIPPINE ISLANDS

Manilla..Cablenews	3,500
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A COMPLETE LIST OF FOREIGN LANGUAGE PUBLICATIONS

The various editions are designated as follows: M, morning; E, evening; S, Sunday;
W, weekly; S-W, semi-weekly; Mo, monthly; S-M, semi-monthly.

GERMAN**CALIFORNIA**

San Francisco, Demokrat.....M	6,520
Sonntagsblatt Des Cali.	
Dem. S	6,520

COLORADO

Denver..Herold	W 14,500
Herold	E 7,500

ILLINOIS

Chicago, Abendpost	E 48,308
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Chicago..Arbeiter Zeitung	E 15,000
Beobachter and Post	D 4,500
Chicagoer Presse	
See Milwaukee, Wis.	
Daheim	W 5,000
Packel (Arbeiter Zeitung)	24,000
Katholisches Wochenblatt	W 39,570
Sonntagspost	
(Vorbote Arbeiter Zeit-	
ung) (W'y)	4,000
Staats Farm Zeitung	W 8,000
Westen	S 15,800
Wochenblatt	W 15,800

Evanston, Katholischer Jugend-	
freund	Mo
Peoria...Demokrat	E
Sonne	W
Sonntags Glocke	S
Techny...Amerikanisches Familien-	
blatt	Mo

INDIANA

Evansville, Demokrat	S & M
Demokrat (S-W'y)	9,105
Indianapolis, Spottvogel	S
Telegraph and Tribune.E	10,825

IOWA

Breda..Ostfriessische Nachrichten	
.....T-M	7,500
Cedar Rapids, Iowa Staats Zeitung	
.....W	9,500
Council Bluffs, Freie Presse.....W	6,800
Davenport, Demokrat	M & S
Demokrat	W
Demokrat	S-W
Des Moines, Staats Anzeiger.....W	6,600
Dubuque, Catholic Tribune.....	
Katholischer Westen	W
Luxemberger Gazette	W

KANSAS

Kansas City, Coopers' International	
Journal	Mo

KENTUCKY

Louisville, Anzeiger	M
Anzeiger	S
Anzeiger	W
Katholischer Glaubensbote	
.....W	

MARYLAND

Baltimore, Bayerisches Wochenblatt	
.....W	9,599
Deutsche Correspondent.M	8,689
Deutsche Correspondent.S	10,200
Katholische Volkszeitung.W	7,000

MASSACHUSETTS

Boston...Anzeiger	W
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MICHIGAN

Detroit...Abend Post	E & S
Familien Blaetter	S-W
Herold	W
Saginaw...Post Zeitung	W

MINNESOTA

Minneapolis, Freie Presse Herold.W	12,649
St. Cloud, Nordstern	W
St. Paul, Deutsche Farmer	S-M
Volkszeitung	E
Volkszeitung	W
Wanderer	W
Stillwater, Hermann's Sohn.....S-M	5,200
National Farmer	S-M
Westlicher Herold	W

MISSOURI

St. Louis, Abendschule.....S-M	60,309
Amerika	M & S
Amerika	S-W
Friedensbote	S
Herald Des Glaubens.....W	43,200
Westliche Post	M
Westliche Post	S
Westliche Post Country	
Edition	-00,000

NEBRASKA

Lincoln...Deutscher Amerikan Farm-	
er	W
Freie Presse	W
Nebraska Echo	W
Omaha..Tribune (D'y)	9,200
Tribune	W

NEW JERSEY

Butler...Hausdoktor	Mo
Newark...Freie Zeitung	M
Erzähler	S

NEW YORK

Brooklyn, Freie Presse (E & S)...	
Reform	W
Buffalo..Aurora Christliche Woche	
.....W	8,650
Demokrat	M
Freie Presse	E & W
Volksfreund	E
New York, Amerikanischer Bot-	
schafter	Mo
Amerikanische Schweizer	
Zeitung	W
Deutsches Journal	M
Deutsches Journal.....S	69,269
Handels Zeitung	W
Herold (Zeitung)	M & E
Herold (Zeitung)	S
Hessen - Darmstadter Zei-	
tung	W
Naturopath	Mo
Retail Baker	Mo
Revue (Zeitung)	
(See Zeitung)	
Staats-Zeitung	M
Abendblatt	E
Sonntags Blatt	S
Staats-Zeitung	W
Volkszeitung	M
Volkszeitung	S
Vorwaerts	W
Rochester, Abend Post	E

NORTH DAKOTA

Bismarck, Staats-Anzeiger	W
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OHIO

Cincinnati, Christliche Apologete.W	16,000
Deutsche-Ungarischer Bote	
.....W	9,346
Freie Presse	M
Abend Presse	E
Freie Presse (Sonntags-	
blatt)	S
Haus und Herd	Mo
Volksblatt	M
Volksblatt	W
Westliche-Blaetter	S
Cleveland, Christliche Botschafter.W	16,000
Evangelische Magazin..Mo	11,000
National Gazette	W
Sendbote	W
Volksfreund und Arbeiter-	
Zeitung	W
Waechter und Anzeiger.E	34,400
Waechter und Anzeiger..S	21,500
Columbus, Express	W
Express und Westbote...E	
Ohio Sonntagsgast (Ex-	
press und Westbote)	W
Waisenfreund	W
Westbote	S
Toledo...Express	D
Express	W

OREGON

Mt. Angel, St. Joseph Blatt.....W	26,000
Portland, Deutsche Zeitung.....W	
Nachrichten	W

PENNSYLVANIA

Allegheny, Alleghenier und Pitts-	
burger Sonntagsbote	W
Allentown, Welt-Bote	W

Philadelphia, Demokrat	E	14,000	Chicago..Skandinaven	S-W	35,000
Morgen Gazette	M & E		Skandinaven	S	18,000
Nord Amerika	W		Verdens Gang	W	6,120
Sonnats Journal	S	40,000	IOWA		
Staats-Gazette	W		Cedar Rapids, Kvinden og Hjem-		
Tageblatt	M	39,500	met and Quinnan Och		
Tageblatt (Sonntagsblatt)	S	35,000	Hemmet		60,000
Verens und Logen Zei-	W		Decorah..Evangeliske Lutheriske		
tung	W		Kirketidente	W	
Pittsburg, Beobachter	W	12,926	Posten og Ved Armen..	W	39,271
Sonnatsbote	W	19,400	Story City, Visergutten	W	13,000
Volksblatt und Freiheits-			MINNESOTA		
freund	M & S		Duluth..Skandinav	W	6,200
Volksblatt und Freiheits-	W		Minneapolis, Familie Journal...	Mo	12,500
freund	W		Folkebladet	W	5,168
Scottdale, Mennonitische Rundschau	W	5,900	Gaa Paa	W	
Wilkes Barre, Express	W	6,500	Kvindens Magasin	Mo	
SOUTH DAKOTA			Lutheraneren	W	19,383
Aberdeen, Dakota Freie Presse...	W	14,000	Tidende	E	7,010
Neue Deutsche Presse..	W	13,500	Tidende	W	34,780
Eureka...Volkszeitung	W	5,720	Tidende	S	7,177
TEXAS			Ugeblodet	W	10,000
Dallas .Feld und Flur.....	M	9,230	Ungdommens Ven	S-M	15,000
San Antonio, Freie Presse	W	8,760	St. Paul.Titende	W	5,000
Hermann's Sohn in Texas	Mo	18,000	NEBRASKA		
WISCONSIN			Omaha...Danske Pioneer	W	39,824
Appleton, Gegenwart	S-W		NEW YORK		
Montags Blatt	W	6,500	Brooklyn, Nordisk Titende.....	W	
Volksfreund	W	6,600	NORTH DAKOTA		
Hamburg, Gefluogel-Zuechter	Mo	8,500	Fargo...Fram	W	5,860
La Crosse, Abendstern	E		Grand Forks, Normanden	W	8,091
Nordstern	S-W		WASHINGTON		
Volkspost	W		Seattle..Washington Posten ...	W	10,000
Milwaukee, Acker und Gartenbau Zei-			WISCONSIN		
tung	W	45,000	Eau Claire, Reform	W	5,562
Columbia	W	8,632	Madison, Amerika	W	
Deutsche Hausfrau (Die)	Mo	55,000	Racine...Norden	Mo	14,196
.....	Mo	55,000	MANITOBA (CAN.)		
Deutsche Warte	W	22,000	Winnipeg, Norrona	W	6,320
Excelsior	W	7,013	SWEDISH		
Germania Herold	M & E	30,148	COLORADO		
Germania (Sonntagspost)	S	31,000	Denver...Svensk Amerikanska		
.....	W	108,166	Western	W	
Germania	W	103,577	ILLINOIS		
Haus und Bauernfreund..	W	10,630	Chicago. Bladet	W	11,000
Rundschau	W	25,000	Hemlandet	W	50,000
See-Bote	W	7,313	Missions-Wannen	W	
Sonnats-Bote	S	8,317	Nya Wecko Posten	W	
Vorwärts	W		Sandebudet	W	7,000
ALBERTA (CAN.)			Svenska Amerikaneren ..	W	44,630
Calgary, Deutsche Canadier	W	5,500	Svenska Kuriren	W	40,200
Edmonton, Herold	W	4,937	Svenska Tribunen-Nyheter	W	65,194
BRITISH COLUMBIA (CAN.)				W	
Vancouver, German Press.....	W	8,400	Evanston, Svenski - Amerikanska		
MANITOBA (CAN.)			Familj-Journalet	Mo	12,000
Winnipeg, Nordwestern	W	20,000	Rockford, Svenska Posten	W	11,741
West Canada	W	9,181	Rock Island, Augustana	W	21,384
SASKATCHEWAN (CAN.)			Ungdomsvannen	Mo	7,752
Regina..Courier	W	11,005	IOWA		

NORWEGIAN DANISH

ILLINOIS					
Chicago..Evangelisten		8,000	Worcester, Osterns Weckobald..	W	4,300
Revyer	W	5,200	Skandinavia	W	12,428
Scandia	W	6,000	Svea	W	19,980
Skandinaven	E	18,000	MICHIGAN		
			Ishpeming, Superior Posten.....	W	5,370

MINNESOTA

Duluth... Posten	W	17,950
Minneapolis, Nordiska Hem.....	Mo	8,000
Skandinav Good Templaren		12,000
Skordemannen	S-M	
Svenska Amerikanska		
Posten	W	54,751
Svenska Folkets Tidning..	W	40,209
Svenska Roman Bladet..	W	22,000
Veckobladet	W	18,957
Western-American	W	9,916
St. Paul.. Minn. Stats. Tidning..	W	12,150

MISSOURI

Kansas City, Tribunen	W	6,500
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NEBRASKA

Omaha Posten	W	15,000
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NEW YORK

Brooklyn, Finska Amerikanaren..	W	7,615
Jamestown, Skandia	W	5,750
New York, Nordstjernan	S-W	

WASHINGTON

Seattle... Pacific Tribune	W	
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WISCONSIN

Superior, Svenska Amer. Tribunen	W	16,085
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BRITISH COLUMBIA (CAN.)

Vancouver, Svenska Canada Kuriren	W	4,500
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MANITOBA (CAN.)

Winnipeg, Svenska Canada Tidningen	W	6,300
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BOHEMIAN**ILLINOIS**

Chicago, Amerikan	S-W	40,675
Denni Hlasatel		34,500
Duch Casu	W	28,997
Hlasatel		43,500
Sospodarske Listy		4,946
Katolik	S-W	9,421
Slavie	S-W	10,000
Spravedlnost	M & S	13,500
Svornost	E	22,765
Svornost	S	30,760
Zajmy Lidu	S-W	6,000
Zenske Listy	W	25,000

MISSOURI

St. Louis, Ceska Zena	S-M	6,200
Hlas	S-W	9,900
Listy	W	4,800

NEBRASKA

Omaha.. Cesko-Americky Venkov	S-M	16,750
Hospodar	S-M	31,072
Osveta America	W	25,897
Pokrok Zapadu	W	16,512
Pokrok Zapadu with six other State Editions		25,207

OHIO

Cleveland, American		9,635
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TEXAS

La Grange, Svoboda	W	4,600
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WISCONSIN

Milwaukee, Domacnost	W	10,270
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CROATIAN**CALIFORNIA**

San Francisco, Jardran	W	8,500
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ILLINOIS

Chicago, Balkan World	W	12,500
United Servian		13,000

NEW YORK

New York, Hrvatski Svijet	E	9,000
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FRENCH**LOUISIANA**

New Orleans, Abeille ('L)	M & S	
Abeille ('L)	W	

MASSACHUSETTS

Lowell, Etoile	E	5,100
Worcester, Opinions Publique	E	5,471

NEW HAMPSHIRE

Manchester, Canada Americana	W	16,200
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NEW YORK

New York, American Exporter	M	20,250
American Furrier		
Courrier des Etats Unis..	M	17,823
Courrier des Etats Unis..	W	32,139
Courrier des Etats Unis..	S	28,968

RHODE ISLAND

Woonsocket, Union	Mo	25,000
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MANITOBA (CAN.)

Winnipeg, Ami Du Foyer	Mo	5,600
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NEW BRUNSWICK (CAN.)

Moncton, Evangeline	W	4,300
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ONTARIO (CAN.)

Kingston, Canadian	Mo	26,500
Ottawa, Temps	E	9,003

QUEBEC

Levis... Quotidien	E	
Montreal, Bulletin	S	8,000
Canada	M	11,864
Canard	S	10,000
Journal d' Agriculture..	Mo	89,732
Le Devoir		20,000
Messenger Canadien	M	60,417
Nationaliste	S	
Passe Temps	S-M	10,500
Patrie	E	47,116
Patrie	W	22,000
Pays	W	12,200
Presse	E	128,184
Presse	W	45,507
Revue Populaire	Mo	5,086
Samedi	W	21,446
Action Sociale	E	21,000
Action Sociale	E	10,616
Quebec.. Ensignement Primaire ..	Mo	8,000
Evenement	E	14,005
Evenement	W	4,074
Vigie	M	10,000

ITALIAN**CALIFORNIA**

San Francisco, Italia	M & S	9,765
Voce del Popolo	M	5,250

Our Contact-Service men are at your service—and no charge is made until acceptable service is rendered. Use them.

COLORADO

Denver..La Capitale	W	9,000
Pueblo...L'Unione	W	16,250

ILLINOIS

Chicago..Italia	T-W	
Tribuna Italiana Trans-		
atlantica	W	

MASSACHUSETTS

Boston...Gazetta del Massachusetts		
.....	W	10,500

NEW YORK

Albany..Bastone	W	6,000
New York, America	S	11,807
Araldo Italiano	M & S	35,000
Bollettino della Sera	E	51,668
Eco d' Italia	W	5,000
Follia	S	25,650
Giornale Italiano	M & S	
Progresso Italo Americano		
.....	M & S	64,444
Telegrafo	E & S	32,000

OHIO

Cleveland, Voce Del Papola Italiano		
.....	W	33,000

PENNSYLVANIA

Philadelphia, Il Mattino	M & S	15,000
Opinione	M & S	
Voce del Popolo	M & S	23,000
Pittsburg, Trinacria	W	6,500

TEXAS

San Antonio, Messaggero Italiano		
.....	W	
Independent Corriere	W	8,011

POLISH**CONNECTICUT**

New Britian, Przewodnik Katolicke		
.....	W	4,600

ILLINOIS

Chicago..Biz Bozy	W	13,133
Dziennik Chicagoski	D	24,167
Diennik Ludowy	D	10,657
Dziennik Nardoway		
Gazeta Katolicka	W	
Gazeta Polska		15,000
Narod Polski	W	50,000
Rodzina Polska	W	
Sunday Polish Echo		10,000
Zgoda	D	26,560
Zgoda	W	109,000

MARYLAND

Baltimore, Jednosce Unity	W	10,000
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MASSACHUSETTS

Boston...Gazeta Bostonska	W	9,500
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MICHIGAN

Detroit..Dziennik Polskie	E	12,350
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NEW JERSEY

Jersey City, Glos Narodu	W	16,720
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NEW YORK

Buffalo..Dziennik Da Wszystkich		
.....	D & S	10,470
Gazeta Buffaloska	W	6,000
Polak W. Ameryce	E	4,950

OHIO

Cleveland, Naradowiec	W	7,490
Polonia W. Ameryce		9,875
Toledo...Ameryka-Echo	W	150,000
Echo Polskie	D	16,000
Niedziela	S	16,000
Rozga		16,000

PENNSYLVANIA

Philadelphia, Gwiazda	W	9,500
Pittsburgh, Haslo Polskie	W	8,000
Wielkopolanin	W	
Scranton, Pensylwanski Gornik	W	30,000
Wilkesbarre, Praca		9,800

WISCONSIN

Milwaukee Kuryer Gazeta Wiscon-		
sinska	W	19,278
Kuryer Polski	E	23,456
Nowiny Polskie	E	10,300
Tygodnik Polskie	W	5,000
Stevens Point, Gwiazda Polaina	W	32,000
Rolnik	W	12,000

MANITOBA

Winnipeg, Gazeta Katolicka W. Can-		
adzie	W	8,788

LITHUANIAN**ILLINOIS**

Chicago..Lietuva	W	12,000
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MASSACHUSETTS

Boston..Keleivis	W	18 075
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NEW YORK

New York, Teyvne	W	7,000
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PENNSYLVANIA

Mahanoy City, Saule	S-W	6,420
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FINNISH**MASSACHUSETTS**

Fitchburg, Raivaaja	D	9,000
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MICHIGAN

Hancock, American Soumetar	T-W	5,500
Tyomies	D & S	13,000

MINNESOTA

Duluth...Paivaehiti	E	6,000
Sirtolainen	W	12 600
New York Mills, Uusi Katimaa	W	

NEW YORK

Brooklyn, New Yorkin Untiset	S-W	
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OREGON

Astoria		4,500
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HOLLANDISH**MICHIGAN**

Grand Rapids, Het Ideaal Magazine		
.....	Mo	10,500
Hollandische Farmer	Mo	25,000
Hulsvriend	Mo	15,000
Holland..Grondwet	W	7,000
Kalamazoo, Hollandische Amerikaan		
.....	T-W	5,000

HEBREW—(YIDDISH)**CALIFORNIA**

San Francisco, Jewish Times	W	
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ILLINOIS

Chicago..Israelite		29,500
Jewish Courier	D	36,874
Jewish Courier	S	39,765
Jewish Labor World	W	12,000
Jewish Press	M	

Chicago..Jewish Progress	W	
Jewish Standard		
Jewish Times	W	8,500
Reform Advocate	W	22,540

LOUISIANA

New Orleans, Jewish Ledger...	W	5,143
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MASSACHUSETTS

Boston...Jewish American	W	
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MISSOURI

St. Louis, Jewish Voice.....	W	13,500
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NEW JERSEY

Jersey City, Svogoda.....	W	25,000
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NEW YORK

Brooklyn, Brooklyn - Brownsville Post	S	15,000
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New York, American, Hebrew and Jewish Messenger	W	
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Amerikaner	W	29,126
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Freie Arbeiter Stimme..	W	
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Hebrew Standard	W	
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Jewish Farmer	Mo	5,000
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Jewish Forward	E & S	158,492
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Jewish Morning Journal	M & S	96,345
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Jewish News	E & S	56,800
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Russ Koye Slovo.....	E	35,000
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Wahrheit Daily Herald..	E	101,148
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Yiddish Folk	W	12,000
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Zukunft	Mo	81,200
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OHIO

Cincinnati, American Israelite...	W	
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Cleveland, Independent	W	19,058
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OREGON

Portland, Jewish Tribune.....	W	9,700
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PENNSYLVANIA

Philadelphia, Jewish Exponent...	W	8,600
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Pittsburg, Jewish Criterion	W	16,000
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Volksfreund	W	5,000
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TENNESSEE

Memphis, Jewish Spectator.....	W	11,240
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QUEBEC (CAN.)

Montreal, Jewish Eagle		12,115
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HUNGARIAN**NEW YORK**

New York, Amerikai Magyar		
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Nepszava	M	35,900
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Elore	M	17,000
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OHIO

Cleveland, Dongo	S-M	13,500
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Szabadsag	M	46,302
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Jewish Eagle	W	12,115
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SLOVAK**ILLINOIS**

Chicago, Glasilo		11,200
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Katoliche Slovenske		
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Noviny	W	
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Ludovy Dennik	E	
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Rovnost 'L' Udu	W	5,577
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Joliet...Amerikanskai Slovence..	S-W	5,800
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NEW YORK

New York, Glos Narado	E	9,932
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Slovak V Amerike.....	S-W	35,000
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OHIO

Cleveland, Hlas	W	8,251
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PENNSYLVANIA

Homestead, Amerikansky Rusky		
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Viestnik	W	37,500
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Pittsburgh, Amerikansko Slovenske		
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Noviny	W	
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Slovenske Dennik	E	
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Slovensky Hlasnik	W	
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SPANISH**NEW MEXICO**

Las Vegas, Revista Catolica.....	S	6,474
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Santa Fe, Revista Ilustrada....	Mo	6,000
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NEW YORK

Buffalo, Hacienda	Mo	23,086
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New York, Amer.ca		25,000
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American Exporter	Mo	20,250
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Comerico	Mo	10,500
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America E Industrios Ameri-		
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icanos		25,000
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Novedades	W	
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Revista Universal.....	Mo	25,000
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TEXAS

San Antonio Imparcial de Texas..	W	12,000
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CUBA

Camagney, Co-operacion	S-M	10,000
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Cienfuegos, La Correspondencia...		6,500
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Gibrra El Progreso..	M & S	5,000
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Havana...Bohemia	S	10,000
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Cuba	M E & S	32,500
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Cuba Illustrada	Mo	27,000
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Cuba Y America.....	Mo	10,000
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Diario de la Marina..	ME&S	13,500
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Galicia		13,500
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La Lucha		20,950
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Santiago, Independencia (La).....		3,000
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PORTO RICO

San Juan, Correspondencio		4,250
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Democracia		
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Tiempo (El)		5,000
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GREEK**ILLINOIS**

Chicago, Greek Star.....		
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NEW YORK

New York, Atlantis	E & S	30,209
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Atlantis	Mo	25,000
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Panhellenic		
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JAPANESE**CALIFORNIA**

San Francisco, Japanese American		
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.....D & S		12,000
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Japanese New World..	M & S	10,783
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NEW YORK

New York, Japanese American Com-		
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mmercial Weekly		23,000
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PHILIPPINE ISLANDS

Honolulu, Japanese Chronicle.....		1,931
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Shimpo		3,421
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RUSSIAN

NEW YORK.

New York, Svit W 9,000

PENNSYLVANIA

Homestead, Amerikansky Russky
Viestnik
Olyphant Pravda 9,000

WELSH

NEW YORK

Utica....Drych 10,000

PENNSYLVANIA

Scranton, Druid 8,211

BULGARIAN

ILLINOIS.

Granite City Narodn Glas M

A COMPLETE LIST OF RELIGIOUS PUBLICATIONS

Weeklies are designated thus, W; Semi-Weeklies, S-W; Monthlies, M; and Semi-Monthlies, S-M.

ALABAMA

Birmingham, Alabama Baptist ... W 7,620
Alabama Christian Advocate 9,019

ARKANSAS

Little Rock, Arkansas Baptist ... W 8,000
Baptist Advance W 6,195
Western Methodist W 13,570
Magnolia, Liberator W 14,852

CALIFORNIA

Mountain View, Signs of the Times
..... W 17,081
Signs of the Times Maga-
zine M 37,292
San Francisco, California Christian
Advocate W 9,500
Jewish Times W
Leader W 27,250
Monitor W 22,500

COLORADO

Denver..Catholic Register W 4,568

CONNECTICUT

Hartford Catholic Transcript ... W 32,976
New Britain, Przewodnik Katoliki..

DISTRICT OF COLUMBIA

Washington, Catholic Educational
Review M 4,000
Missionary M 43,890

GEORGIA

Atlanta..Christian Index W 12,047
Golden Age W 10,225
Wesleyan Christian Ad-
vocate W 10,077
Monthly Westminster Ma-
gazine M 10,000
Columbus, Southern Christian Re-
corder W

ILLINOIS

Chicago..Advance W 15,543
Bladet W 11,000
Christian Century W
Christian Witness W
Christian Workers Maga-
zine M 11,555
Columbian and Western
Catholic W 20,000
Continent W 38,147
Epworth Herald W 100,000
Evangelisten W 8,000
Extension Magazine ... M 162,100

Chicago..Gazeta Katolicka.... W
Jewish Standard W
Jewish Times W 8,500
Katholisches Wochenblatt. 5,300
Katolicke Slovenske Noviny
Katolik S-W 9,421
Living Church W
Ludovy Dennik E
Mission Studies M 4,817
Missions Wannen W
Narod Polski W 50,000
New World W 24,750
N. W. Christian Advocate. 45,000
Nya Wecke Posten W
Reform Advocate W 22,540
Sandeбудet W 7,000
Standard W
Syndicated State Sunday
School Magazine 74,650
Elgin...New Century S. S. Teach-
ers' Monthly 52,153
Young Peoples' Weekly... 201,903
Evanston, Katholischer Jugendfreund 22,000
Joliet...Amerikanski Slovence S-W 5,800
Marion..Baptist W 5,148
Rock Island, Augustana W 21,384
Lutheran Companion ... W 6,705
Ungdomsvannen M 7,752
Techny..Amerikanisches Familien-
blatt M 16,500
Christian Family M 17,000

INDIANA

Brazil...Y. M. I. Monthly..... 15,152
Huntington, Our Sunday Visitor. W 232,824
Indianapolis, Catholic Columbian
Record W 8,400
Indiana Catholic W 12,275
Notre Dame, Ave Maria W 28,075
Richmond, American Friend ... W 5,000

IOWA

Davenport, Catholic Messenger.. W 6,941
Decorah Evangelische Lutherisk
Kirketidende W
Des Moines, Western World ... W
Dubuque Catholic Tribune W 39,495
Lamoni..Saints Herald W 7,200
Pella...Baptist Record W 5,000

KENTUCKY

Fulton..Baptist Flag W 12,961

Lexington, Central Methodist Ad- vocate	W	8,000
Louisville, Baptist World	W	15,000
Christian Observer	W	27,241
Katholischer Glaubensbote	W	104,000
Pentecostal Herald	W	24,000
Western Recorder	W	12,000

LOUISIANA

Alexandria, Baptist Chronicle . . W	4,500
New Orleans, Catholic Churchman W	22,500
Christian Advocate	W 7,790
Jewish Ledger	W 5,143
Morning Star	W 11,000
South Western Christian Advocate	W 11,209

MARYLAND

Baltimore, Katholische Volks Zei- tung	W 7,000
Royal Service	M 15,000
Southern Methodist	W 7,200

MASSACHUSETTS

Boston, Christian	M 5,500
Christian Endeavor World	W 76,637
Christian Register	W 7,200
Christian Safeguard	M 5,200
Church Militant	M 5,100
Congregationalist	W 23,700
Father Mathew Herald	M
Kelevis	W 18,075
Missionary Herald	M 13,000
Missions	M 53,000
Pilgrim Teacher and S. S. Outlook	M
Pilot	W 90,000
Republic	W
Sacred Heart Review	W 40,000
St. Andrew's Cross	M
Universalist Leader	W
Watchman	W 15,000
Wellspring	W 106,640
Woman's Missionary Friend	W 47,000
Zion's Herald	W
East Northfield, Record of Christian Work	M 30,000

MICHIGAN

Detroit, Angelus	W
Michigan Christian Ad- vocate	W 18,307
Hancock, Amerikan Suometar . . . S-W	5,500

MINNESOTA

Minneapolis, Folkebladet	W 5,168
Lutheraneren	W 19,383
St. Paul, Northwestern Chronicle W	10,164
Wanderer	W 11,500

MISSISSIPPI

Jackson, Baptist Record	W 7,580
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MISSOURI

Independence, Zion Ensign	W 6,000
Kansas City, Catholic Register . . W	7,500
Central Christian Advoca- te	W 34,461
Word and Way	W 21,500
St. Louis, Ceska Zena	S-M 6,200
Christian Advocate	W 11,225
Christian Evangelist	W 37,083
Christian Philanthropist M	14,500
Church Progress	W 7,500
Friedensbote	W 30,129
Front Rank	W 35,517

St. Louis, Herold Des Glaubens . . W	43,200
Herold Des Glaubens	W 43,200
Hlas	S-W 9,900
Jewish Voice	W 13,500
Queen's Work	M 21,000
Round Table	W 18,125
Social Circle	W 20,250
Western and Sunday Watchman	W 8,500

NEBRASKA

Omaha, True Voice	W 5,860
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NEW JERSEY

Newark, Monitor	W 10,000
N. J. Baptist Bulletin	W 9,500

NEW MEXICO

Las Vegas, Revista Catholica . . . W	6,474
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NEW YORK

Brooklyn, Tablet	W 21,000
Buffalo, Aurora Christliche Woche .	8,650
Catholic Union and Times	W
C. M. B. A. Advocate	M 62,708
New York City, America	W
American Hebrew and Jew- ish Messenger	W
American Messenger	M
American Missionary	M 33,750
Amerikaner	W 29,126
Amerikanischer Botschafter Association Men	Mo 16,600
Benziger's Magazine	Mo 30,000
Catholic News	W 94,389
Catholic Worrd	Mo 56,285
Christian Advocate	W 37,000
Christian Herald	W 311,556
Christian Intelligencer	W 12,500
Christian Nation	W
Christian Work and Evan- gelist	W 29,150
Church Bulletin	Mo 79,000
Churchman	W
Converted Catholic	Mo 4,000
Freeman's Journal and Catholic Register	W
Hebrew Standard	W
Homiletic Monthly and Catechist	Mo
Homiletic Review	Mo 25,000
Irish World	W
Leader	Mo
Messenger of the Sacred Heart	Mo 249,831
Missionary Review of The World	Mo 10,500
Sabbath Reading	W 100,000
Sentinel of Blessed Sacra- ment	Mo 87,496
Silver Cross	Mo
Spirit of the Missions	Mo 40,154
Sunday Companion	W 70,000
Sunday School Lesson Il- lustrator	Mo 22,000
Svt	W 9,000
Volunteers' Gazette	S-M 20,000
Woman's Home Missions	W 45,500
Syracuse, Northern Christian Advocate	W 11,200

NORTH CAROLINA

Charlotte, Presbyterian Standard. W	5,350
Greensboro, Christian Advocate . . W	7,300
Raleigh, Biblical Recorder	W 14,044
Christian Advocate	W 7,800
Thomasville, Charity and Children. W	16,247

OHIO

Cincinnati, Adult Bible Class....Mo	
American Home Missionary.....Mo	
American Israelite.....W	
Catholic Telegraph.....W	10,090
Christian Leader.....W	13,000
Christian Standard.....W	40,000
Christliche Apologete.....W	16,000
Classmate.....W	
Herald and Presbyterian.....W	22,700
Journal and Messenger.....W	
Sunday School Journal.....Mo	180,000
Western Christian Advocate.....W	28,600
Cleveland, Catholic Universe.....W	16,000
Christliche Botschafter.....W	16,000
Christian World.....W	5,854
Evangelical Messenger.....W	13,000
Evangelische Magazin.....Mo	11,000
Expositor and Current Anecdotes.....Mo	13,500
Jewish Independent.....W	19,058
Sendbote.....W	7,976
Columbus, Catholic Columbian.....W	15,600
Catholic Foreser.....Mo	
Ohio Waisenfreund.....W	40,000
Dayton, Choir Herald.....Mo	29,566
Choir Leader.....Mo	14,233
Herald of Gospel Liberty.....W	5,916
Otterbein Teacher.....Mo	12,110
Religious Telescope.....W	28,500
Watchword.....W	42,100
Young Catholic Messenger.....W	51,000
Granville, Ohio Messenger.....Mo	10,000
Somerset, Holy Name Journal.....Mo	20,000

OREGON

McMinnville, Pacific Baptist.....W	5,725
Mt. Angel, St. Joseph Blatt.....W	26,000
Portland Jewish Tribune.....W	9,700
Pacific Christian Advocate.....W	9,420

PENNSYLVANIA

Erie.... Catholic Chronicle.....W	
Greenville, Young Lutheran.....Mo	23,178
Harrisburg, Evangelical.....W	10,500
Evangelical Bible Teacher.....W	9,300
Homestead, Amerikansky Russy Viestnik.....W	37,500
Philadelphia, Adult Class.....Mo	12,154
American Church S. S. Magazine.....Mo	9,500
Assembly Herald.....Mo	51,914
Augsburg Sunday School Teacher.....Mo	23,710
Baptist Commonwealth.....W	11,500
Baptist Superintendent.....Mo	5,100
Baptist Teacher.....Mo	70,000
Catholic Standard and Times.....Mo	
Christian Recorder.....W	7,500
Church Press Ass'n Magazine.....Mo	28,000
Ecclesiastical Review.....Mo	15,000
Episcopal Recorder.....W	4,500
Forward.....W	320,000
Girls' World.....W	95,100
Heidelberg Teacher.....Mo	16,600
Home and School.....Mo	16,200
Jewish Exponent.....W	8,600
Lutheran.....W	10,000
Lutheran Church Work.....W	11,000
Lutheran Observer.....W	22,500

Philadelphia, Lutheran Young People.....W	34,000
Nord Amerika.....W	
Pennsylvania Herald.....Mo	10,000
Presbyterian.....W	14,100
Reformed Church Messenger.....W	9,900
Service.....Mo	9,500
Sunday School Times.....W	103,110
Sunday School World.....Mo	9,600
Twentieth Century Pastor.....W	12,063
Way.....W	25,000
Westminister Teacher.....Mo	52,000
World Wide.....Mo	12,645
Young Folks.....W	30,000
Young Folk's Catholic Weekly.....W	18,500
Young People.....W	192,400
Youths' World.....Mo	88,250
Pittsburgh, Bible Teacher.....Mo	7,000
Catholic.....W	16,000
Christian Advocate.....W	48,000
Christian Union Herald.....W	39,322
Jewish Criterion.....W	16,000
Men's Record & Missionary Monthly.....W	4,500
Methodist Recorder.....W	10,000
New Guide.....W	24,000
Presbyterian Banner.....W	13,300
Slovensky Hlasnik.....W	
United Presbyterian.....W	17,000
Volksfreund.....W	5,000
Wielkopolanin.....W	
Reading, Reformed Church Record.....W	5,522

RHODE ISLAND

Providence, Visitor.....W	7,300
Woonsocket, Union.....Mo	25,000

SOUTH CAROLINA

Columbia, Lutheran Church Visitor.....W	6,800
Greenville, Baptist Courier.....W	7,275
Southern Christian Advocate.....W	12,981

TENNESSEE

Athens... Methodist Advocate Journal.....W	6,000
Martin... Primitive Baptist.....W	9,773
Memphis, Jewish Spectator.....W	11,240
Nashville, Adult Student.....W	94,481
Baptist and Reflector.....W	6,196
Christian Advocate.....W	16,126
Convention Teacher.....W	7,500
Cumberland Presbyterian.....W	16,117
Epworth Era.....W	14,000
Gospel Advocate.....W	11,000
Midland Methodist.....W	
National Baptist Union Review.....W	
Presbyterian Advance.....W	9,905
Sunday School Magazine.....W	108,500
Visitor.....W	152,065
Watchman.....W	25,000
Tullahoma, Cumberland Presbyterian Banner.....W	10,500

TEXAS

Austin... Firm Foundation.....W	22,113
Dallas... Baptist Standard.....W	21,000
Christian Courier.....W	5,800
Texas Christian Advocate.....W	
Texas Presbyterian.....W	
San Antonio, Southern Messenger.....W	6,750

UTAH

Salt Lake City, Young Woman's Journal.....W	16,000
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VIRGINIA

Richmond, Christian Advocate . . . W	6,700
Earnest Worker	56,000
Foreign Mission Journal . . .	33,000
Missionary Survey	25,000
Onward W	34,000
Presbyterian of the	
South W	10,750
Religious Herald W	7,000
Southern Churchman . . . W	5,000

WASHINGTON

Seattle . . Catholic Northwest Progress	7,200
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WEST VIRGINIA

Parkersburg, Baptist Banner . . . W	5,000
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WISCONSIN

Milwaukee, Catholic Citizen W	24,906
Catholic School Journal . . .	5,000
Columbia W	8,632
Excelsior W	7,013
Our Young People	11,500
Young Churchman W	44,703

CANADA**MANITOBA**

Winnipeg, Ami-Du-Foyer	5,600
Gazeta Katolicka W	
Canadzie W	8,788

Winnipeg, Northwest Review . . . W	8,793
West Canada W	9,181

NEW BRUNSWICK

St. John, Maritime Baptist W	5,600
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NOVA SCOTIA

Antigonish, Casket W	5,300
Halifax, Presbyterian Witness . . W	6,574
Truro, Wesleyan W	4,265

ONTARIO

London, Catholic Record W	28,500
Toronto, Canadian Baptist W	6,891
Canadian Churchman W	
Canadian Epworth Era	6,084
Catholic Register and Can-	
adian Extension W	
Christian Guardian W	21,726
Church Life W	8,332
Foreign Missionary Tid-	
ings M	27,200
Presbyterian W	
Sentinel and Orange and	
Protestant Advocate . . . W	26,879
Sunday School Banner	19,834
Teachers' Monthly	
Westminster	

QUEBEC

Montreal, Canadian Messenger . . .	60,417
Northern Messenger W	58,316
Presbyterian Record . . . M	63,902

AGRICULTURAL OR FARM PUBLICATIONS

Of general interest to the Farmer, Fruit Grower, Stock Raiser and Breeder, Poultry Keeper and Beekeeper.

Monthly, except where otherwise noted. D, Daily; W, Weekly; S-W, Semi-Weekly; S-M, Semi-Monthly.

ALABAMA

Birmingham, Progressive Farmer . . W	167,130
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ARIZONA

Phoenix, Progressive Farmer and	
Home Builder	

ARKANSAS

Ft. Smith, Ozark Fruit and Farms . .	30,000
Little Rock, Arkansas Farmer and	
Homestead S-M	35,000

CALIFORNIA

Los Angeles, California Cultivator . W	22,000
Western Empire	44,490
Sacramento, Live Stock and Dairy	
Journal	13,652
San Francisco, California Country	
Journal W	
California Farm and Home	70,000
California Fruit Grower . W	
Orchard and Farm—Irriga-	
tion	39,802
Pacific Rural Press W	18,763
San Jose, California Farmer . . . W	68,800
Tropico, Business Farmer S-M	5,549

COLORADO

Colorado Springs, Intermountain	
Poultry Advocate	6,000
Denver, Field and Farm W	32,729
Record Stockman W	26,113
Record Stockman D	18,961
Western Farm Life M	50,000
Western Poultry World	10,000
Fort Morgan, Colorado Farmer . . .	12,500

CONNECTICUT

Bridgeport Farmer D	11,223
New Haven, Connecticut Farmer and	
New England Farms . . . W	10,000

FLORIDA

St. Augustine, Florida Farmer and	
Homeseeker	6,280
Tampa, Florida Grower W	11,153

GEORGIA

Athens, Home and Farmstead . . S-M	5,700
Atlanta, National Field W	74,579
Southern Cultivator and	
Dixie Farmer S-M	47,517
Southern Fancier Farmer . . .	25,000
Southern Farming W	75,519
Southern Ruralist S-M	250,000

IDAHO

Boise, Idaho Farmer S-M	10,000
Western Farmers Review . W	7,207
Caldwell, Gem State Rural and Live	
Journal	18,104

ILLINOIS

Carlinville, Otwell's Farmer Boy . .	40,000
Chicago, American Poultry Journal .	65,000
American Sheep Breeder	
American Swineherd	35,000
Associated Farm Papers	582,500
Better Farming	327,342
Breeder's Gazette W	98,040
Breeders' Guide	11,500
Earth	35,000
Farmers and Drovers	
Journal E	50,658
Farmer's Review	101,118
Farm Implement News . . . W	9,000
Illinois Farmer and Farm-	
er's Call S-M	59,800
Inter Ocean and Farmer . W	100,000
Irrigation Age M	34,179
Live Stock Journal	25,000

Watchful Waiting is quite often good diplomacy and successful politics, but it never yet sold a bill of goods to a farmer.

Chicago..Live Stock Report W	50,000
Live Stock World.....D	46,570
Live Stock World.....W	60,535
Orange Judd Farmer ...W	126,830
Prairie Farmer S-M	90,636
Successful Poultry Journal	40,000
Vegetable Grower	120,000
East St. Louis, National Live Stock Reporter E	19,885
Hamilton, American Bee Journal ..	5,739
Mount Morris, Poultry Tribune....	45,000
Quincy..Poultry Keeper	30,666
Reliable Poultry Journal..	59,113
Springfield, Berkshire World and Corn Belt Stockman	10,000
Farm Home	75,000
Swine World S-M	20,000

INDIANA

Goshen..Poultry Post	40,000
Huntington, Farmer's Guide W	80,236
Indianapolis, Indiana Farmer ...W	56,081
Inland Poultry Journal	40,000
Jersey Bulletin and Dairy World W	13,164
Swine Breeders' Journal S-M	
Up-to-Date Farming ...S-M	209,000
Spencer..Farm Life	300,000

IOWA

Cedar Rapids, Western Poultry Journal	40,000
Council Bluffs, National Horticulturist	
Des Moines, Golden Egg.....	18,000
Iowa Farmer S-M	70,584
Iowa Homestead.....W	140,000
Producer and Consumer.....	63,000
Spirit of the West W	5,000
Successful Farming	700,000
Wallace's Farmer W	74,900
Mount Vernon, Fruit and Gardener	48,844
Nevada..Profitable Breeding and Farming	4,000
Sioux City, Farmer and Breeder..E	61,048
Live Stock Record W	
Traer...Farm and Real Estate Journal	67,500
Waterloo, Corn	100,000
Creamery Journal S-M	5,132
Egg Reporter	5,640
Kimball's Dairy Farmer S-M	110,242
Milk Trade Journal	5,000

KANSAS

Topeka..Capper's Weekly	247,765
Farmer's Mail and Breeze.	105,055
Kansas Farmer W	62,627
Missouri Valley Farmer..	511,876
Poultry Culture	46,629
Live Stock Journal E	6,500
Wichita..Southwest Farmer W	8,000

KENTUCKY

Louisville, Farm & Family	22,373
Farmer's Home Journal..W	15,000
Home and Farm S-M	102,887
Inland Farmer S	120,125
Industrious Hen	35,000
Kentucky Farming	30,000
Market Growers Journal ..	18,079

LOUISIANA

Crowley..Rice Journal and Southern Farmer	10,000
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New Orleans, Gulf States Farmer.	
Modern Farming S-M	200,075

MAINE

Augusta..Maine Farmer	9,393
Bangor..Commercial Farmer and Villager W	23,932
Maine Rural Life	

MARYLAND

Baltimore, Farmers and Planters Guide	19,728
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MASSACHUSETTS

Boston...American Cultivator ...W	20,000
American Fancier & Stock- Keeper	7,000
American Horse Breeder..W	
Profitable Poultry ...Mo	10,086
Springfield, Farm and Home ...S-M	601,938
New England Homestead..W	56,864
Westfield, National Grange M	

MICHIGAN

Adrian...Michigan Patron	10,000
Battle Creek, Dog Fancier	5,000
Battle Creek, Mich. Poultry Breeder	22,000
Bay City, National Farmer	37,000
Detroit...Gleaner	85,000
Mich. Dairy Farmer	6,200
Michigan Farmer W	80,000
Grand Rapids, Fruit Belt	40,000
Hollandsche Farmer	25,000
Michigan Farm Herald ..	30,000
Poultry & Suburban Farmer	25,000
Kalamazoo, Poultry Pointers	29,000

MINNESOTA

Minneapolis, Farmers' Tribune..S-W	18,425
Farm, Stock and Home ..	111,166
Northwestern Agriculturist	125,000
Northwest Farmstead..W	106,364
Skordemann S-M	
Northfield, Northwest Dairyman...	6,995
St. Paul..Agricultural Magazine..S-M	110,000
Deutsche Farmer S-M	47,654
Farmer	143,288
Farmer's Weekly Dispatch	211,464
Farmer's Wife	722,241
Poultry Herald	20,000
Rural Weekly	288,961
Wanderer W	11,500
Winona..National Farmer ...S-M	50,724

MISSISSIPPI

Jackson..Union Advocate	4,400
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MISSOURI

Columbia, Missouri Farmer	50,000
Hendrickson, Flat Woods Farm Journal	10,000
Kansas City, American Breeder..S-M	35,000
American Hereford Journal	5,800
Drovers Telegram E	37,630
Farmer and Stockman ..W	100,000
Missouri and Kansas Far- mer	104,679
Star	304,818
Stock Yards Nugget W	91,455
Mountain Grove, Useful Poultry Journal	15,000
St. Joseph, Fruit Grower and Farmer	125,000
Profitable Farming ...S-M	75,000
Stock Yards Daily Journal	9,368
St. Louis, Bulletin of Commerce..W	14,750
Colman's Rural World..W	45,153
Farm Progress S-M	152,175
Journal of Agriculture ..W	151,511

St. Louis, Missouri Ruralist ..S-M	84,000
National Farmer and Stock Grower	122,897
Sedalia..Garden and Farm News...	60,000
Springfield, Ozark Countrymen.....	14,500
Ozark Magazine	5,000

MONTANA

Helena..Stockman and Farmer..S-M	25,000
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NEBRASKA

Hemingford, Prairie Farm Guide..W	7,000
Lincoln..American Homestead.....	35,000
American Poultryman.....	30,000
Campbell's Scientific Farmer	30,040
Commoner	100,000
Deutscher Amerikanischer Farmer	131,315
Ind. Farmer	35,000
Nebraska Farmer	50,000
Poultry Topics	27,000
Norfolk..Carlson's Rural Rev.....	31,896
Omaha...Cesko Americky Venkov...	16,750
Hospodar	31,072
Nebraska Farm Journal	101,265
Rural Weekly	62,768
Twentieth Century Farmer	106,391
South Omaha, Drover's Journal Stockman	18,576

NEW HAMPSHIRE

Manchester, Mirror and Farm...W	
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NEW JERSEY

Red Bank, Farmers Success....W	30,000
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NEW YORK

Buffalo..American Poultry World..	45,000
Elmira..Poultry Review	
Garden City, Country Life in America	37,000
Garden Magazine and Farming	31,449
Lisle...Feathered Warrior	
New York City, American Agricul- turalist	128,936
The Field Illustrated	10,000
Jewish Farmer	5,000
Suburban Life	30,000
Witness	15,000
Port Jervis, New York Farmer...W	24,450
Rochester, American Fruits.....	2,600
Am Nut Journal	1,000
Green's Fruit Grower.....	140,000
Rural Life	60,000
Syracuse, American Poultry Advocate	51,000
Waterville, Poultry Weekly	

NORTH CAROLINA

Raleigh..Carolina Farmer	12,069
Farmer and Mechanic..W	13,000
Winston-Salem, Our Rural Home...	23,400

NORTH DAKOTA

Fargo...Co-Operators Herald...W	9,280
National Grain Grower...	30,064
Lisbon...North Dakota Farmer....	6,000

OHIO

Carey...Poultry Record	18,000
Cleveland, Ohio Farmer	125,714
Grover Hill, Tri-State Farmer..S-M	6,245
Medina..Gleanings in Bee Culture.	21,218
Springfield, Farm and Fireside.S-M	553,759
Farm Engineering	56,239
Farm News	259,420
Poultry Success	50,000

OKLAHOMA

Muskogee, Interstate Farmer ..S-M	31,887
Oklahoma City, Oklahoma Farmer	52,552
Oklahoma Farmer and Stockman	95,313
Oklahoma Farm JournalS-M	52,050

OREGON

Hood River, Better Fruit.....	13,192
Portland..Northwest Pacific Farmer	20,100
Oregon Farmer	16,995
Pacific Northwest	17,000
Rural Spirit	18,000
Salem...N. W. Poultry Journal....	13,500
Pacific Homestead	17,847

PENNSYLVANIA

Chambersburg, Penn. Grange News.	33,500
Hanover.Poultry Fancier	43,145
La Park, Park's Floral Magazine...	458,030
Philadelphia, Country Gentleman.W	251,000
Farm Journal	850,107
Pennsylvania Farmer...W	41,292
Practical Farmer	61,328
Pittsburgh, National Stockman and Farmer	132,399
Poultry and Farm Review.	10,000
Sellersville, Poultry Item	45,000

SOUTH DAKOTA

Aberdeen, Dakota Farmer	60,219
Mitchell, Progressive Poultry Journal	8,200
Sioux Falls, South Dakota Farmer.W	20,700

TENNESSEE

Chattanooga, Southern Farm Journal	58,390
Southern Fruit Grower...	15,000
Fayetteville, Farm News.....	5,500
Nashville, Southern Agriculturist S-M	121,227

TEXAS

Austin...Statesman and Diversified Farmer	6,000
Belton...Poultry Life of America...	
Dallas...Farm and Ranch.....W	99,250
Farm News (including Gal- veston Farm News) S-W	110,389
Feld and Flur.....	9,230
Home and State	38,650
Southern Poultryman	6,000
Fort Worth, Live Stock Reporter.E	10,000
Murray's Swine Breeder...	15,000
Galveston, Farm News (see Dallas).	
Paris...North Texas Farmer...W	5,200
San Antonio, Southwest Farmer and Investor	14,000
Texas Stockman and Farmer	35,563

UTAH

Lehi...Utah Farmer	16,500
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VERMONT

Battleboro, Holstein Friesian Register	8,037
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VIRGINIA

Emporia, Virginia Farmer	
Richmond, Southern Planter.....	56,111

WASHINGTON

Earlington, Westerner	89,721
North Yakima, N. W. Farm and Home	40,925
Seattle..Pacific Poultryman	12,041
Washington Farmer	20,000
Spokane,N. W. Farm and Orchard.	23,420
Western Farmer	33,072
Tacoma..N. W. Horticulturist.....	12,800
Walla Walla, Feathered World....	4,000

WISCONSIN

Ashland..Lake Superior Farmer..W	5,322
Fond Du Lac, Trade Extension....	13,957
Ft. Atkinson, Hoard's Dairyman..W	67,000
Hamburg, Gefuegel-Zuechter	8,500
Madison, Equity News	12,000
Wisconsin Farmer	80,000
Menominee Falls, Wis. Sugar Beet..	12,600
Milton...Profitable Poultry	4,897
Milwaukee, Acker und Gartenbau Zeitung	45,000
Butter, Cheese and Egg Journal	4,500
Haus und Bauernfreund..W	103,577
Kuryer Gazeta Wiscon- sinska	19,278
Landmann	10,630
Racine...Wisconsin Agriculturist..W	67,544
Watertown, Farmers Veterinary Ad- visor	12,000

WYOMING

Cheyenne, Wyoming - Stockman Farmer	24,527
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CANADA**ALBERTA (N. W. T.)**

Calgary..Deutsche Canadier ...W	5,500
Farm and Ranch Review	21,000
Edmonton, Alberta Herald	4,937

MANITOBA

Winnipeg, Farmer's Advocate and Home Journal	33,444
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Winnipeg, Grain Growers' Guide..W	37,500
Nordwestern	20,000
Norrona	6,320
Nor'-West Farmer ...S-M	30,000

NEW BRUNSWICK

Sackville, Eastern Farm and Home S-M	10,000
Sussex...Maritime Farmer and Co- operative Dairyman..S-M	9,980

SASKATCHEWAN

Regina..Prairie Farm & Home ..W	13,944
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ONTARIO

Grimsby,Fruit Grower & Farmer..W	
London..Farmer's Advocate and Home Magazine	33,345
Peterborough, Canadian Horticultu- rist	13,430
Farm and Dairy	17,171
Toronto..Canadian Countryman...W	28,271
Canadian Farm	19,053
Canadian Poultry Review..	15,000
Farmers' Magazine	20,000
Poultry Advocate	5,000
Sun	16,870
Thrashermen's Review ...	8,400

P. E. ISLAND

Summerside, P. E. I. Agriculturist..W	
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QUEBEC

Montreal, Journal of Agriculture S-M	9,709
Journal D'Agriculture..S-M	89,732
Witness and Canadian Homestead	25,875

A COMPLETE LIST OF.

EDUCATIONAL PUBLICATIONS

(Monthlies, unless otherwise noted as follows: Semi-Monthly, S-M; Weekly, W; Semi-Weekly, S-W.)

ILLINOIS

Bloomington, School and Home Education	
Chicago..American Educational Re- view	
Evanston, Correct English	12,000
Fine Arts Journal	35,860
Gregg Writer	31,278
High School Life	5,000
World's Chronicle.....W	50,000
Oak Park, School Century	25,000
Taylorville, School News and Practi- cal Educator.....	13,083

INDIANA

Indianapolis, Educator Journal....	7,000
Marion..Teacher's Journal	7,000

KANSAS

Topeka..Western School Journal..	5,300
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MARYLAND

Baltimore, A Atlantic Educational Journal	14,700
Journal of Educational Psychology	5,490

MASSACHUSETTS

Boston...Journal of Education...W	
Popular Educator	37,000
Primary Education	83,000
School Arts Magazine.....	12,000
Springfield, Current Events.....W	
Kindergarten Review	

MICHIGAN

Detroit..Beach's Magazine of Busi- ness	35,468
Lansing..Moderator-Topics	7,170

MINNESOTA

Minneapolis, School Education	13,000
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NEBRASKA

Lincoln..Nebraska Teacher	
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NEW YORK

Dansville, Normal Instructor and Primary Plans	110,000
Milford..Teacher's Gazette	10,000
New York, Benziger's Magazine...	94,389
Educational Foundation	7,000
Phonographic World and Commercial School Review	
School	29,500
School Journal	5,000
Teacher's Magazine	
Syracuse, School Bulletin and N. Y. State Educational Jour- nal	

OHIO

Columbus, Business Educator	12,792
Ohio Educational Monthly..	6,000
Ohio Teacher	14,000
Rural Educator	10,000

OREGON

Salem...Oregon Teacher's Monthly..	4,500
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PENNSYLVANIA

Lancaster, Penn. School Journal.....	6,000
Philadelphia, School Progress	20,000

TENNESSEE

Nashville, Progressive Teacher ...	20,000
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WEST VIRGINIA

Charleston, West Virginia Educator ..	5,000
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WISCONSIN

Madison, Wisconsin Daily News	(Morn)
Wisconsin Journal of Education	5,000

Milwaukee, American Journal of Education	
American School Board Journal	10,500
Catholic School Journal	5,000
Industrial-Arts Magazine	
Western Teacher	

CANADA

Toronto, Canadian Teacher....S-M	6,500
Industrial Banner W	29,500
Quebec, Ensignment Primarie	8,000

PHILIPPINE ISLANDS

Manila, Philippine Education	4,000
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A COMPLETE LIST OF MEDICAL PUBLICATIONS

(Monthlies, unless noted as follows: Semi-Monthly, S-M; Weekly, W; Semi-Weekly, S-W).

ALABAMA

Mobile, Southern Medical Journal.	5,000
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CALIFORNIA

Los Angeles, California Medical and Surgical Reporter ..	5,500
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DISTRICT OF COLUMBIA

Washington, Army and Navy Medical Record	14,900
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ILLINOIS

Chicago, American Journal of Clinical Medicine	25,000
American Journal of Veterinary Medicine ..	7,022
Illinois Medical Journal ..	6,500
Journal of the Am. Med. Ass'n	W 60,710
Medical Recorder	5,900
Medical Standard	9,200
Surgery Gynecology and Obstetrics	7,792

KENTUCKY

Louisville, Baby	
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MASSACHUSETTS

Athol, Healthy Home	21,991
Boston, Mass. Medical Journal..	10,231

MICHIGAN

Battle Creek, Good Health	12,500
Detroit, Therapeutic Gazette	15,000

MINNESOTA

Minneapolis, Osteopathic World..	
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MISSOURI

Kansas City, Medical Herald	9,300
St. Louis, Interstate Medical Journal	10,000
Medical Brief	
Medical Era	11,000
Medical Fortnightly	10,400
Medical Review	6,500
Urologic and Cutaneous Review	17,500

NEW JERSEY

Butler, Hausdoktor	15,000
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NEW YORK

Jamestown, Nurse	10,000
New York, American Journal of Nursing	10,000
American Journal of Surgery	23,000
American Medicine	20,500
Health Culture	34,000
International Journal of Surgery	
Journal of the Outdoor Life	6,000
Medical Journal	W 28,300
Medical Record	W
Medical Times	5,500
Naturopath and Herald of Health	25,000
New York State Journal of Medicine	8,300
Pediatrics	10,500
Physical Culture	135,000
Trained Nurse and Hospital Review	14,500
Syracuse, Good Health Clinic	16,746

OHIO

Cincinnati, Lancet Clinic	W 5,000
Columbus, Medical Journal	7,500
Toledo, American Medical Compend	10,000

PENNSYLVANIA

Athens, Penn. Medical Journal...	6,450
Philadelphia, Annals of Surgery...	4,694
Cyclopaedia and Medical Bulletin	10,000
Dental Cosmos	20,000
Medical Council	27,125
Medical Summary	10,000
Medical World	23,619

ONTARIO

Toronto, Public Health Journal...	12,875
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Our Service Department, Engraving plant and Commercial Artists are for the convenience of our clients.

A LIST OF FINANCIAL AND COMMERCIAL PUBLICATIONS

(Dales designated thus: D; Weeklies, W; Semi-Weeklies, S-W; Monthlies, M; Semi-Monthlies, S-M).

CALIFORNIA		
San Francisco, Coast Banker		
COLORADO		
Denver..Mining Investor	W	
Mining Record	D	
ILLINOIS		
Chicago..Banker	W	
Farms, Loans and City Bonds		
Investing for Profits ...		30,000
Multitude		15,000
National Banker		6,000
Rand, McNalley Bankers Monthly		6,000
INDIANA		
Indianapolis, Commercial ... (Morn)		5,000
MASSACHUSETTS		
Boston..Banker and Tradesman..W		10,000
Commercial	W	36,000
Commercial Bulletin		
News Bureau	M & E	9,625
MICHIGAN		
Detroit..Mich. Manufacturer & Financial Record ...W		6,500
MINNESOTA		
Minneapolis, Commercial World...W		7,500
NEW YORK		
New York, American Banker ...W		14,000
Annalist	W	
Banker's Home Magazine..		5,100
Banking Law Journal ..		8,800
Bradstreets	W	
Business America		25,541
Chicago..Commercial	(Morn)	36,158
Commercial and Financial World	W	
Financial Age	W	21,800
Financial World	W	
Financier	W	15,000
Journal of Commerce and Commercial Bulletin	(Morn)	17,101
Mercantile and Financial Times	W	
Moody's Magazine		10,500
Wall Street Journal.M & E		13,083
OHIO		
Cleveland, Dollars and Sense		
Finance	W	10,000
PENNSYLVANIA		
Philadelphia, U. S. Financial and Mercantile Examiner.W		7,714
CANADA		
MANITOBA		
Winnipeg, Canadian Finance...S-M		5,400
ONTARIO		
Toronto..Financial Post of Canada	W	
Monetary Times	W	7,400
Saturday Night	W	33,000
QUEBEC (CAN.)		
Montreal, Financial Times	W	5,630
Journal of Commerce ...E		

A LIST OF SPORTING PUBLICATIONS

(Monthlies, unless otherwise noted).

CALIFORNIA		
San Francisco, Breeder and Sportsman	W	4,980
COLORADO		
Denver..Out Door Life		55,750
DISTRICT OF COLUMBIA		
Washington, Arms and The Man...W		25,000
ILLINOIS		
Chicago..American Field	W	18,000
Baseball World	W	15,000
Golfer's Magazine		7,500
Horseman and Spirit of the Times	W	10,000
Horse Review	W	
Racing Form	M & S	12,477
Saturday Eve. Telegraph.W		
Sports Afield		42,969
Decatur..Fox & Hound & Trappers World		
INDIANA		
Indianapolis, Western Horseman..W		16,558
IOWA		
Des Moines, Spirit of the West...W		5,000
MAINE		
Phillips..Maine Woods	W	4,523
MASSACHUSETTS		
Boston...American Fancier and Stockkeeper	W	7,000
American Horse Breeder.W		
National Sportsman		70,000
MICHIGAN		
Battle Creek, Dog Fancier.....		5,000
MISSOURI		
St. Louis, Force.....		8,000
Sporting Goods Dealer...		12,000
Sporting News		75,000
NEW YORK		
Buffalo..Horse World	W	10,000

Lisle....Feathered Warrior		New York, Police Gazette W	100,000
New York, Aeronautics S-M		Polo & Club Magazine....	6,000
Aircraft	10,500	Rider and Driver W	39,300
All Outdoors	25,000	Rudder	25,000
American Golfer		Telegraph D & S	36,088
Automobile W	18,241	Theatre Magazine	53,326
Automobile Topics W	8,750	Winged Foot	4,600
Baseball Magazine	58,000	Yachting	
Bicycling World and Motor			
Cycle Review W	7,500		
Clipper W	24,095	OHIO	
Dramatic Mirror W	21,500	Cincinnati, Sportsman's Review..W	33,000
Dramatic News W	25,500	Columbus, Hunter, Trader, Trapper.	33,500
Field and Stream	53,000	PENNSYLVANIA	
Field Illustrated	10,000	Philadelphia, Motor Print.....	41,370
Forest and Stream W		Sporting Life W	36,296
Golf	32,000	WASHINGTON	
Golf Illustrated & Outdoor		Seattle..Pacific Fisherman	9,000
America		Pacific Motor Boat.....	18,713
Illustrated Record W		Western Motor Car	4,000
Motor	25,000	WISCONSIN	
Motor Boat S-M	29,000	La Crosse, Open Exhaust.....	7,960
Motor Boating	25,000	Milwaukee, Outer's Book.....	53,000
Motorcycle Illustrated.S-M	14,125	Wisconsin Motorist	5,000
Motor World	8,970	CANADA	
Outing Magazine		Grimsby..Canadian Sportsman ..W	5,300
		Toronto, Canadian Motorboat	
		Woodstock (Ont.), Rod and Gun in	
		Canada	17,012

A COMPLETE LIST OF JUVENILE PUBLICATIONS

(Monthlies unless otherwise noted).

DISTRICT OF COLUMBIA

Washington, Children's Star..... ..

ILLINOIS

Carlinville, Otwell's Farmer Boy.... 40,000
 Chicago..Boys' Companion....Bi-M 16,000
 Elgin...Boys' World W 398,923
 Girl's Companion W 393,480
 Young People's Weekly... 201,903
 Evanston, Katholischer Jugend-
 freund 22,000

MASSACHUSETTS

Boston...Wellspring W 106,640
 Youth's Companion W 448,147
 Salem...Little Folks 114,286

MICHIGAN

Detroit..American Boy 211,666

MISSOURI

St. Louis, Front Rank W 35,517
 Round Table W 18,125
 Social Circle W 20,250

NEW YORK

New York, Children's Blue Bird
 Magazine 13,000
 John Martins Book

New York, St. Nicholas
 Sunday Companies W 70,000

NORTH DAKOTA

Lisbon...Rotary 8,350

OHIO

Dayton..Young Catholic Messenger. 51,000

PENNSYLVANIA

Greenville, Young Lutheran..... 23,178
 Philadelphia, Forward W 320,000
 Girl's World W 95,100
 Young Folks W 30,000
 Young Folk's Catholic
 Weekly 18,500
 Young People W 192,400
 Youth's World 88,250

UTAH

Salt Lake City, Juvenile Instructor.. 13,435

VIRGINIA

Richmond, Onward W 34,000

WISCONSIN

Midwaukee, Our Young People..... 11,500
 Young Churchman W 44,703

A LIST OF PUBLICATIONS DEVOTED TO FASHIONS, HOUSEKEEPING AND HOME

(Issued monthly unless noted thus: Q't'y for Quarterly; S-M, Semi-Monthly; W, Weekly; S-W, Semi-Weekly).

ILLINOIS		New York, House Beautiful	M	50,000
Chicago..Daheim		Housewife	M	500,000
Elgin...Mothers Magazine	547,248	Housewives League Maga- zine	M	30,000
Quincy..Home Instructor	200,826	Illustrated Milliner	M	9,141
INDIANA		Ladies' World and House- keeper	M	1,000,000
Goshen..Cooking Club Magazine....	35,500	McCall's Magazine	M	1,274,048
IOWA		McCalls Book of Fashions Q't'y		200,000
Cedar Rapids, Kvinden Og Hjemmet.	60,000	May Manton's Fashion Monthly		3,000,000
Des Moines, Peoples Popular Monthly	750,000	May Manton Fashion Book and Envelope	Q't'y	200,000
KANSAS		Millinery Trade Review.M		
Topeka..Household	M 765,410	Monthly Fashion Book....		2,250,000
KENTUCKY		National Food Magazine..M		20,000
Louisville, Farm and Family	M 22,373	Needlecraft	M	816,014
MAINE		Pictorial Review	M	1,000,000
Augusta.American Woman	M 614,711	Smart Styles	M	30,000
MASSACHUSETTS		Vanity Fair	M	15,000
Boston...Budget and Beacon	W	Womans Magazine		
Home Needlework Maga- zine	M	OHIO		
Modern Priscilla	M 425,185	Marietta, Uplift Magazine	M	50,000
Musician	M 30,000	Springfield, Family	M	600,000
MINNESOTA		Household Journal	M	274,575
Minneapolis, Keiths	15,000	Woman's Home Companion		811,916
Womans Home Weekly...	72,276	PENNSYLVANIA		
MISSOURI		Philadelphia, Fashions		
St. Louis, Abendschule	S-M 60,309	Ladies' Home Journal....		1,699,249
Woman's National Weekly.	199,019	Woman and Beauty.....		7,000
NEW YORK		TENNESSEE		
Cooperstown, American Motherhood.	102,000	Nashville, So. Womans Magazine...		50,000
Table Talk	M 12,250	TEXAS		
New York, American Club Woman. M	100,000	Dallas...Hollands Magazine		134,458
Art de la Mode	M	WASHINGTON		
Bon Tom	M	Seattle..Bungalow Magazine		33,500
Butterick Fash'n Quarter- lies	500,000	CANADA		
Butterick Trio	1,400,000	MANITOBA		
Costume Royal	M 64,200	Winipeg, Western Home Monthly..		40,432
Decorative Furnisher	M 5,000	ONTARIO		
Delineator	M	Toronto, Canadian Ladies' Home Journal		25,000
Designer		Everywoman's World		65,000
Elegance Parisienne	M 6,000	ALABAMA		
Elite Styles	M 50,000	Birmingham, Dixie Home.....		45,000
Fashion Book	Q't'y	CALIFORNIA		
Gentlewoman	M2,000,000	San Jose, California Farmer...W		68,800
Good Housekeeping Maga- zine	M 348,173	COLORADO		
Harper's Bazar	M 85,000	Denver..Rocky Mountain Magazine.		60,000
House and Garden	M 26,000	Western Farm Life (Semi- Monthly)		50,000

A SELECT LIST OF MAIL ORDER PUBLICATIONS

(The various editions are designated as follows: D, Daily; S-W; Semi-Weekly; W, Weekly; S-M, Semi-Monthly; M, Monthly).

ALABAMA		COLORADO	
Birmingham, Dixie Home.....	45,000	Denver..Rocky Mountain Magazine.	60,000
CALIFORNIA		Western Farm Life (Semi- Monthly)	50,000
San Jose, California Farmer...W	68,800		

DISTRICT OF COLUMBIA

Washington, Pathfinder (W.) 70,000

GEORGIA

Atlanta..Watts Official Railway
Guide 7,000
Gainesville, Home Helper 5,000

ILLINOIS

Chicago..Agents & Mail Order
Dealers Magazine..Bi-M 10,000
Associated Farm Papers . . 582,500
Every Day Life M 600,000
Home Life 902,261
Home Life M 902,261
Household Guest M 903,907
Inland Printer M 17,104
Mail Order Journal M
Novelty News M 10,391
Popular Mechanics M 350,000
Saturday Blade and Ledger
. W1,250,000
Welcome Guest M 250,000
Woman's World M2,030,588

INDIANA

Indianapolis, Up To Date Farming
. S-M 209,000
Spencer..Farm Life M 300,000

IOWA

Cedar Rapids, Modern Brotherhood.M 140,000
Des Moines, Iowa Farmer S-M 70,584
People's Popular Monthly. 750,000
Successful Farming 700,000

KANSAS

Topeka..Capper's Weekly 247,765
Farmers Mail & Breeze
. W 105,055
Household 765,410
Missouri Valley Farmer.M 511,876

KENTUCKY

Louisville, Home and Farm (S-M) . . 102,887

MAINE

Augusta.American Woman M 614,711
Comfort M1,286,620
Vickery & Hill List M1,843,665

MASSACHUSETTS

Boston..Mathews (Julius) List. . . 335,557
Modern Priscilla M 425,185
National Sportsman M 70,000
Salem..Black Cat
Springfield, Farm and Home..S-M 601,938

MICHIGAN

Detroit..American Boy M 211,666

Detroit..Beach's Magazine of Busi-
ness M 35,468
Gleaner S-M 85,000

MINNESOTA

Minneapolis Woman's Home Weekly 72,276
St. Paul American Home
Weekly 122,295
Farmer's Wife M 722,241
Rural Weekly 288,961

MISSOURI

Kansas City Home Friend M 519,000
St. Louis. Abendschule 60,309
Farm Progress S-M 152,175
Nat'l Farmer and Stock
Grower M 122,897
National Rip Saw M 231,008

NEBRASKA

Omaha..Rural Weekly 62,768

NEW YORK

Buffalo..National Monthly and
Literary Magazine Sec-
tion 300,000
Dansville, Normal Instructor M 110,000
East Aurora, Fra. M 52,007
Garden City, Country Life in
America M 37,000
New York, Beckwith List Designer
Delineator 1,150,000
Gentlewoman M2,000,000
Good Housekeeping M 348,173
Housewife M 500,000
Ill. Companion M 270,000
Ladies' World M1,000,000
McCall's Magazine M1,274,048
Metropolitan M 350,000
Physical Culture M 135,000
Pictorial Review M1,000,000
Suburban Life 30,000
Rochester, Green's Fruit Grower. M 140,000
Troy....Home Budget M 101,000
Northern Budget W 32,694

OHIO

Canton..To-Day's Magazine M 800,000
Springfield, Farm and Fireside
(Bi-Wkly) 553,759
Farm News M 259,420
Household Journal M 274,575
Woman's Home Companion 811,916

PENNSYLVANIA

Allentown, Spare Moments M 250,415
La Park, Park's Floral Magazine.M 458,030
Philadelphia, Farm Journal M 850,107
Ladies' Home Journal..M1,699,249
New Ideas M 165,860

TEXAS

Dallas..Holland's Magazine M 134,458

A LIST OF PUBLICATIONS DEVOTED TO MOTORING AND GOOD ROADS

(Monthlies designated thus: M; Semi-Monthly, S-M; Weeklies, W; Semi-Weeklies, S-W).

CALIFORNIA

Los Angeles, Motor West S-M 6,200
San Francisco, Pacific Motor. . . . M 23,000

ILLINOIS

Chicago..Electric Vehicles 7,500

Chicago..Motor Age W 23,372
Motor Field M 16,825
Power Wagon M 10,000

IOWA

Des Moines, Auto News M 8,800
Road Maker M 24,800

KANSAS			
Topeka..Rural Autoist	M	4,012	
MISSOURI			
Joplin...Southwestern Automobile..		5,000	
St. Louis, Auto Review	M	12,868	
National Good Roadster..	M	20,000	
NEBRASKA			
Omaha...Motorist	M	13,207	
NEW YORK			
Albany ..Motordom	M	10,400	
Garden City, Motorlife	M	50,000	
New York, Automobile	W	18,241	
Automobile Dealer and Repairer	M	31,500	
Automobile Topics	W	8,750	
Good Roads	W	8,000	
Horseless Age	W	12,500	
Motor	M	25,000	
New York, Motor World			W 8,970
Motor Cycle Illustrated..			S-M 14,125
PENNSYLVANIA			
Philadelphia, Motor Print	M	41,370	
Pittsburgh, Automobile Journal ..	M	7,800	
RHODE ISLAND			
Pawtucket, Automobile Journal..	S-M	18,340	
Motor Truck	M	9,940	
WASHINGTON			
Seattle..Western Motor Car	M	4,000	
MANITOBA			
Winnipeg, Gas Power Age	M	13,500	
ONTARIO			
Toronto..Motoring	M	6,060	
Motor Magazine	M	9,500	
Power House	M	5,280	



Would you try to loop the loop in an aeroplane? Then don't try to advertise without the advice of an Advertising Agency.



will be Spent by the Readers of

COMFORT

during the next Twelve Months

COMFORT reaches more than a million (10%) of the farm families whose incomes average a thousand dollars a year. Thus the total annual buying power of our rural readers is easily a *Round Billion Dollars*.

Besides these, COMFORT also enters nearly a quarter million homes in towns and cities of 5,000 or more population, but chiefly in the smaller places.

Do you wonder that COMFORT has enriched a host of mail-order advertisers?

COMFORT is an equally effective publicity medium for winning the rural and small-town store trade.

Farm families buy fifty per cent of all goods sold in cities of 10,000 or less inhabitants.

The store trade of this million and a quarter homes, in which every member of the family reads COMFORT, is a coveted prize which cannot be touched through the magazines and daily papers.



You need the force of COMFORT'S flying wedge to penetrate this sphere of influence, all its own.

W. H. GANNETT, Pub., Inc.,

AUGUSTA, MAINE

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

Farm, Stock & Home

Minneapolis, Minn.

is working every issue for the greater development of the Northwest.

It wants more farmers and greater prosperity for them.

Its work in demonstrating through its Acre-Yield Corn Contest, that was followed up by other contests of like nature, that Minnesota and The Dakotas are corn states started a new chapter in Northwestern agriculture.

Cheap corn to farming is the same as cheap coal in manufacturing.

Corn is the foundation stone of agriculture.

Today Minnesota and The Dakotas are corn states.

Send for a copy of FARM, STOCK AND HOME. The paper itself is our best solicitor.

REPRESENTATIVES

Chicago

J. C. BILLINGSLEA,
1119 Advertising Building.

New York

A. H. BILLINGSLEA,
No. 1 Madison Ave.

St. Louis

A. D. McKinney,
Third National Bank Building.



THE SOCIAL RECORD OF BOSTON

No publication more fully represents the Social and
Artistic in Boston than

THE SOCIAL RECORD
BOSTON'S AUTHORITATIVE SOCIETY PAPER

PUBLISHED EVERY SATURDAY

120 BOYLSTON STREET - - - BOSTON

You Can Reach More Than

Two Million

of the very best people
of the South through
the official publications
of the

M. E. Church, South

Aggregate Circulation Per Issue

One Million and a Half

\$2.87 PER LINE \$2.87
Will Place Your Copy in the Entire List

Write for Free Handsome Booklet
which will give full informa-
tion and particulars. Address

J. ARTHUR JOHNSON
Advertising Manager
810 Broadway, Nashville, Tenn.

**You can cover
Indiana thru**

**The Star
League**

**The Indianapolis Star
The Muncie Star
The Terre Haute Star**

Combination display rate of 15 cents
per agate line for the three newspapers
by using equal run of copy in each
paper in twelve months—2 cents a line
less than the total of the individual rates.

Special Representatives

KELLY-SMITH CO.

220 Fifth Ave., New York

JOHN GLASS

Peoples Gas Building, Chicago

Dry Goods

Is Talking Every Month to People Who Buy More Than One Thousand Million Dollars Worth Of Dry Goods Annually.

If a dozen buyers should walk into your place of business at one time you would be surprised, yet there is *hardly a day* passes that we do not get a dozen or more buyers as subscribers to DRY GOODS.

During the last few years the circulation of DRY GOODS has been increasing steadily and solidly and the remarkable thing about this circulation is that our 7,000 subscribers have a purchasing power greater than the 2,000,000 readers of the Saturday Evening Post.

Here is intensive cultivation for you! Not a copy goes to waste and most of them are read by the whole store. Thousands of readers every month all intent upon buying what is newest and best in the dry goods markets.

We are telling these people what to buy. It is up to you to tell them where to buy. October is the time to talk when they are getting ready to come to market.

Dry Goods

25 Cents	-	-	-	-	-	A Copy
\$2.00	-	-	-	-	-	A Year

Dry Goods Publishing Co.

116-120 West 32nd Street

New York

Max Jagerhuber, President

Federated Religious Press, Inc.
operating
Andrew Stevenson Company
and
Stevenson Publishing Co.

offers the following

TO REPUTABLE ADVERTISERS:

Let us put behind the sale of *your goods* the introduction and backing of the *greatest* organization in the country today—the International Sunday School Association.

We believe that through our thirty-five (35) publications you will find a *media* that will be unusually productive of results for the following reasons:

First: QUALITY OF CIRCULATION.

Both our *efficiency* magazines for Sunday School superintendents and adult workers and our denominational syndicate will take *your* advertising into *representative* homes throughout the country with good buying power.

Second: QUANTITY OF CIRCULATION.

We have more than passed the 100,000 mark of paid subscribers, and for this additional reason believe we merit consideration.

Third: EDITORIAL STANDING.

Our Sunday School Magazines for *adult* workers are edited by the leading Sunday School writers in the country and represent officially the International Sunday School Association.

The denominational weeklies contain among their editors and contributors many of the most outstanding men in position and influence in the Presbyterian Church. These weeklies have no superior in the denominational field, editorially, typographically, or in *news efficiency* and *human interests*.

Fourth: PREFERRED POSITION.

Thirty-five magazine pages a month opposite reading matter or on reading pages at \$125.00. (Discounts for time.) We will be glad to furnish you rates on smaller space.

Fifth:

Your advertising is in *good company* and has an introduction through our publications which should be of inestimable value.

Very faithfully yours,

ELLIOT C. WILLIAMS, Adv. Mgr.

The Atlanta Journal

Atlanta, Ga.

August, 1914, Circulation

Daily,	63,393
Sunday,	72,859
Semi-Weekly,	101,809

**Advertising in the
Journal Sells the Goods**

The Journal covers Dixie like the dew.

John M. Branham Co., Representatives

THE CHICAGO HERALD

(FORMERLY RECORD-HERALD)

¶ Is an incomparable medium in a field of incomparable business opportunity.

¶ Advertisers who go into The Herald STAY there. Their patronage does not float—it is anchored by results—because we give circulation delivered into substantial homes, at a reasonable rate.

¶ THE HERALD welcomes circulation auditors. Has never denied an audit, and never will.

¶ Insist that your advertising agent lay the facts before you. If HE won't WE will.

REPRESENTED BY ALL RESPONSIBLE ADVERTISING AGENTS

THE HERALD

163 Washington Street, West,

Chicago, Illinois

Eastern Office: Times Building, New York City, N. Y.

Mr. Advertiser, Insist Upon

SAFETY FIRST!

In Your Advertising Investment

The Baltimore & Ohio Railroad Employees Magazine
Offers You Three Guarantees—

1. A circulation of over 40,000 a month among over 60,000 employees.
2. Enormous buying power. Our pay roll for the fiscal year 1913-14 amounted to over \$46,000,000.
3. Association with high standard advertising only—An examination of our publication will prove this to your satisfaction.

¶ The Baltimore & Ohio Employees Magazine is published by the Baltimore & Ohio Railroad Company for its employees.

¶ Practically two-thirds of the material in each issue (112 page, standard magazine size, monthly) is contributed by our employees themselves.

¶ The articles treat of *their* work, *their* homes, *their* families, *their* associates, *their* interests. It is *their* Magazine and is so considered by them.

¶ For the advertising of men's apparel, building supplies, home furnishings, food products and many other appropriate lines it is a splendid medium.

Rate—

20 cts. per agate line (224 lines to page) and pro rata to \$44.80 per page per issue. Preferred positions and covers, extra. Send for rate card and sample copy.

FOR FURTHER PARTICULARS ADDRESS

ROBERT M. VAN SANT, Advertising Manager
Camden Station, - Baltimore, Md.

THOS. H. MacRAE, Western Representative
Railway Exchange Building
Chicago, Ill.

THE NATIONAL FIELD

¶ Is owned by more than 2,000,000 farmers. These men are worth cultivating NOW.

¶ It may sound like "Bull" to you—that—2,000,000 men own any one paper. But that is a fact, and we will furnish the numbers by States of the members of the NATIONAL FARMERS' UNION, in good standing, who are the owners of

THE NATIONAL FIELD

¶ The subscribers take their official organ—THE NATIONAL FIELD because they really want it and must have it to get official news and orders concerning the workings of the NATIONAL FARMERS' UNION. The writings of President Charles Barrett means more to them than anything Colonel T. R. may ever write.

Circulation, advertising rates or other data can be had by referring to the text pages of this book or by addressing

THE NATIONAL FIELD
Atlanta, Georgia

The New Haven Times-Leader (Connecticut)

The **TIMES-LEADER** commands the attention and consideration of all advertisers desiring a business foothold in New Haven.

THE CIRCULATION DEPARTMENT BOOKS AND RECORDS OF THE TIMES-LEADER ARE OPEN TO THE INSPECTION OF ADVERTISERS AT ALL TIMES.

The **TIMES-LEADER** is the only New Haven evening newspaper that has become a member of the Audit Bureau of Circulations.

The **TIMES-LEADER**, apparently, is the only one of the three evening papers in New Haven which is willing to submit to such a test.

The figures which were recently filed with the Audit Bureau of Circulations show that for the three months ending June 30, 1914, the net paid circulation of the **TIMES-LEADER** (paid in cash) was 10,615 copies per day.

The **TIMES-LEADER** is really the leader in the afternoon newspaper field of New Haven. Evidence of our worth can be found in every issue of the **TIMES-LEADER**. You cannot afford to omit this paper from your list. It is now indispensable to any advertiser covering the New Haven territory.

THE S. C. BECKWITH SPECIAL AGENCY

Sole and Exclusive Foreign Representatives

Tribune Building, New York, N. Y.

Tribune Building, Chicago, Ill.

Third National Bank Building, St. Louis, Mo.

THE STRAND and WIDE WORLD

We have a very definite policy with regard to our advertising pages.

We seek only such advertisements as will have a personal appeal to our readers.

We try to make these pages of real live interest equally with the reading pages, and so far we have succeeded pretty well.

One by one new advertisers are won over, and their introduction to our friendly circle of readers is appreciated on both sides, and they stay with us.

Results

We carry nearly three times as much advertising keyed for cash results as the average of four leading magazines of general circulation.

The STRAND and WIDE WORLD pull especially for all business appealing to MEN, and have a DOUBLE VALUE for such business over mediums of general circulation.

The circulation is all of highest class, free of all clubs, cut rates and premiums, no duplication, free of returns. 80% of subscriptions are renewed each year.

Cost

\$100.00 per page for either STRAND or WIDE WORLD. \$180.00 combined rate for both; less 5% discount for cash, equal to 85 cents per page per 1,000 guaranteed. Smaller space, pro rata.

Consult your Agent! or write

The Advertising Department

83-85 Duane Street, New York

James A. Young, 1211 Hartford Bldg., Chicago

THE DAILY NEWS OF PHILADELPHIA

BRINGS RESULTS

A Trial Advertisement Will Prove It To Your Satisfaction

BAPTIST TEACHER

PHILADELPHIA, PA.

A monthly magazine for Sunday School Teachers, published by the American Baptist Publication Society.

Circulation 70,000

In Baptist Sunday Schools all over the United States an authoritative publication.

Advertising rates on application to

CHARLES W. YATES
1 Madison Square
NEW YORK

YOUNG PEOPLE

PHILADELPHIA, PA.

A paper for boys and girls in their 'teens. Published by the American Baptist Publication Society and circulation over the whole United States. One hundred and eighty thousand copies per week.

Advertising rates on application to

CHARLES W. YATES
1 Madison Square
NEW YORK

THE TIMES

is the **only Liberal paper** in Hamilton (a city of over 100,000 population) has, therefore, a large following of its own. It is also one of the oldest papers in Ontario.

The Daily and Semi-Weekly cover a large territory.

For advertising, results use

THE TIMES

TIMES PRINTING COMPANY, Limited
has one of the largest printing establishments in Canada.



The Modern Priscilla **Pays Advertisers**

This is no "hot air" statement, but a statement of fact, based on definite knowledge.

We don't mean to say that no matter what the ad may be, and no matter what the article advertised, still *Priscilla* will pay out. That would be foolish.

We **do** mean to say, however, that given an article of interest and value to intelligent women, an advertisement in **The Modern Priscilla** will do **better** than pull reply for reply and sale for sale in comparison with nine out of ten other women's publications.

Send for a copy of our 1914-15 "Advertising Digest" and get all the facts. No advertiser who wants to reach women should be without this valuable pamphlet.

The paid circulation of **The Modern Priscilla** is in excess of 400,000 copies per month. The advertising rate is \$2.00 per agate line for smaller than quarter page space. For quarter page space or larger (per issue) the rate is approximately \$1.70 per line. Forms close 5th of **second** month preceding date of issue.

THE MODERN PRISCILLA

A. J. CROCKETT, Manager of Advertising
85-87 Broad Street **Boston, Mass.**

Chicago Office
30 N. Dearborn Street
W. T. DIEHL, Manager

New York Office
37-39 E. 28th Street
F. M. KRUGLER, Manager

The Houston Telegram

EVENINGS AND SUNDAYS

Fastest growing newspaper in the South. Only 18 months old. Circulation over 18,000 net paid. Members Audit Bureau of Circulations full leased wire reports. Our Service Department, Engraving plant and Commercial Artists are for the convenience of our advertisers.

Advertising in the TELEGRAM is the Shortest Distance between two Opportunities—*Profitable Buying and Selling.*

CHICAGO OFFICE:
Knill-Chamberlain, Inc., Representatives,
1028 Peoples Gas Building.

NEW YORK OFFICE:
Putnam & Randall, Representatives,
171 Madison Avenue.

THE HOUSTON TELEGRAM
HOUSTON, TEXAS

Abendpost Sonntagpost

Chicago, Ill.

Have the largest paid circulations of all German daily or Sunday newspapers west of New York City and reach almost every German family in Chicago and vicinity.

Circulation Guaranteed.

Members of the
Audit Bureau of Circulations.

The Austin Statesman

Established 1871

Circulation permanent and of a character to justify the expectation of results from using its columns.

Covers six of the wealthiest and most populous counties in Texas. Read by people of means and purchasing capacity.

The S. C. Beckwith Special Agency,
Sole Representatives for foreign
advertising.

Offices
St. Louis, Chicago and New York.

□ □

The Birmingham Age Herald

□ □
□

ALABAMA'S LEADING DAILY and SUNDAY NEWSPAPER

CIRCULATION

SUNDAY ISSUE 28,758

DAILY ISSUE 18,836

POST-OFFICE STATEMENT

The Age Herald is the greatest want Ad medium in Birmingham—Rate, one cent per word—Display rates and other information can be found in the text pages of this book, or will be sent upon request.

Birmingham is a hustling Southern town of 150,000 population and one of the best towns to advertise in in the South.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Agents Foreign Advertising

**TRIBUNE BUILDING
NEW YORK CITY**

**TRIBUNE BUILDING
CHICAGO, ILL.**

**THIRD NATIONAL BANK BUILDING
ST. LOUIS, MO.**

AMERICA'S GREATEST MAIL ORDER MEDIUM

THE MENACE

AURORA, MISSOURI.

1,500,000 WEEKLY CIRCULATION

**RATES:—Display, \$3.00 per agate line,
Classified, 40c per word, 7
words to a line.**

No promises are made that these rates will remain in effect for more than ninety (90) days.

We are going to have 2,000,000 real live subscribers within the next few months and every Monday morning we get a Post-Office receipt to prove every circulation statement we make.

C. F. WADDELL CO.

Advertising Managers

Send all copy and electros to C. F. WADDELL CO., 404 New Brede
Bldg., 105-109 N. Dearborn St., Chicago, Ill.
Phone, Central 2152.

NEW YORK OFFICE, Fred D. Yates, in charge,
150 Nassau Street,
Phone, 3548 Beekman.

ST. LOUIS OFFICE, R. M. Saylor, in charge,
503 New Bank of Commerce Bldg.,
Bell Phone, Olive 531.

They Are Building Things In Western Canada

They are opening up more territory with new railways than in any other similar area in the world. They are establishing basic manufacturing enterprises. They are doing big business in the Canadian West. If you sell a product which is of use to the railway builders, contractors, machinery men and brick manufacturers, advertise it in the BUILDING WORLD.

Rates, direct or from this agency.

THE BUILDING WORLD,
Calgary, Alberta, Canada

CONCENTRATE!

Over 700,000 people live in the Macon (Ga.) trade territory. Best results are obtained through a newspaper with a concentrated circulation in this territory. 98 per cent of

THE MACON NEWS

Sworn Circulation

OVER 15,000

is distributed within 100 miles

USE THE NEWS

and you will cover a given territory thoroughly and not a broader territory thinly. Circulation largest in Macon and in Macon's trade territory.

Foreign Advertising Representatives

Robert MacQuoid Co.

New York
23 E-26th St.
(Mr. MacQuoid)

Chicago
Security Bldg.
(Mr. Wolf)

The Dallas Express

Stalwart Republican—
Never flies a doubtful
flag—Trims no sail to
catch the passing breeze.

JOB PRINTING
IN CONNECTION.

W. E. KING

Managing Editor

1607 Jackson St. DALLAS, TEX.

Phone, M. 1754

“The Livest Magazine in America”

Circulation

The Metropolitan Guarantees an average monthly circulation of 350,000—95% net paid for the twelve months ending with the September, 1915 issue. A pro rata refund will be made to all advertisers for any shortage in the guarantee.

Advertising

August, 1914, issue carried \$8,000 more business than August, 1913.

Editorial

Writers with an international following, artists that get the stories over with a bang, beautiful Penrhyn Stanlaws covers in 6 color rubber offset, a wonderful art supplement in the new Rotarygravure process, the whole magazine carrying that rare impression—dignified punch.

Rate

Effective with the October issue the rate will be \$2.00 per line, \$1200 per page. Rates for color and Rotarygravure pages and other complete information on rate card.

METROPOLITAN

“The Livest Magazine in America”

J. MITCHEL THORSEN
ADVERTISING MANAGER

The Joplin (Mo.) News Herald

- ☐ Has the largest local circulation.
- ☐ Carries no objectionable copy.
- ☐ Is the only independent newspaper in Joplin.
- ☐ Is one of the four Missouri newspapers carrying afternoon leased wire Associated Press dispatches.
- ☐ And is the only afternoon newspaper in Joplin.

FOREIGN REPRESENTATIVES

HASBROOK, STORY & BROOKS
200 Fifth Ave., NEW YORK
Peoples Gas Building, CHICAGO

J. CARR GAMBLE
Third National Bank Building
ST. LOUIS

FRANKLIN L. MILLER
607 Sharp Building
KANSAS CITY, MO.

NEWS LEAGUE OF OHIO

DAYTON NEWS

(Daily and Sunday)

SPRINGFIELD NEWS

(Daily and Sunday)

Members of A. B. C. and Gilt Edge Newspapers.

Contracts made guaranteeing net paid circulation of 30,000 for Dayton Daily News and 11,000 for Springfield Daily News. Combination rate, 6 cents per line.

COUNTRY LIFE IN THE MIAMI VALLEY

The weekly farm paper published by the News League. Circulation over 13,000 among best farm homes in Dayton and Springfield territory.

Rate, 2 cents per line.

NEWS LEAGUE OF OHIO

HOME OFFICE, DAYTON, OHIO

Chicago—John Glass, Peoples Gas Bldg.

New York—LaCoste & Maxwell, Monolith, Bldg.

Shaffer Group

The Chicago Evening Post

Reaches the class circulation in the Chicago field—the people who can afford to buy what they desire.

The Indianapolis Star

The Muncie Star

The Terre Haute Star

These three papers, published every morning, afford a sure and economical way to cover Indiana. Besides covering their own towns completely the circulation of these papers is state-wide. Their combination advertising rates save money for the advertiser.

The Rocky Mountain News

The Denver Times

The News, morning and Sunday, and The Times at night reach the solid buying element in Denver and the state of Colorado.

The Louisville Herald

The strongest and livest newspaper in the Louisville morning field.

WE ARE PREPARED TO OFFER
co-operation in creating sales and distribu-
tion in the cities named below in each of
which we represent the leading daily newspaper.

ARIZONA

Phoenix—Gazette.

CALIFORNIA

Eureka—Times.

COLORADO

Colorado Springs—Telegraph.

Pueblo—Star-Journal.

DELAWARE

Wilmington—Journal.

INDIANA

Indianapolis—Times.

MASSACHUSETTS

Springfield—Union.

MINNESOTA

Duluth—News Tribune (East)

MISSOURI

St. Joseph—Gazette.

Springfield—Republican.

MONTANA

Helena—Record.

Butte—Post.

NEW YORK

Buffalo—Commercial.

Elmira—Star-Gazette.

Gloversville—Herald.

Ithaca—Journal.

Rochester—Union and Advertiser.

OHIO

Columbus—Ohio State Journal.

Youngstown—Telegram.

ONTARIO

Toronto—Mail and Empire.

PENNSYLVANIA

Williamsport—Sun.

UTAH

Salt Lake City—Deseret—News.

J. P. McKINNEY & SON

Representing Daily Newspapers

334 Fifth Avenue, New York, N. Y.

122 So. Michigan Avenue, Chicago, Ill.

As Previously Announced

NEW RATE FOR

MOTION PICTURE MAGAZINE

\$250 a page

Effective July 15th, 1914, namely with the September issue.

Classified advertising is now \$1 a line

Circulation Guarantee

250,000 copies every month

No waste circulation—returned copies
are re-sold to photoplay theatres.

April 1913—4,704 lines—Circulation 205,000

April 1914—8,196 lines—Circulation 270,000

THE MOTION PICTURE PUBLIC
NOW

AMERICA'S BUYING PUBLIC

Mr. Advertiser—What effort are you making to
reach this vast multitude?

A complete, detailed statement of circulation, in booklet form, 16
pp. is now ready, and will be mailed upon request.

Frankly Barry *Advtg.*
Mgr.

Advertising Department—171 Madison Avenue, N. Y.
Home Office—175 Duffield Street, Brooklyn

Foreign Representatives: BRYANT, GRIFFITHS & FREDRICKS, Inc.
Old South Bldg., Boston, Mass. Peoples Gas Bldg., Chicago, Ill.

**The Sworn Statement
of the Net Paid
Circulation
of the**



**Proves 68,161 Copies
Daily as per
Following
Affidavit**

Average net number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement, 68,161.

Sworn to and subscribed before me this 1st day of April, 1914.
(Seal) A. H. Bradley, Notary Public. Notary Public Bronx Co. No. 35.

Certificate filed in New York County No. 19. New York Register 6075.
My commission expires March 30th, 1916.

Publication Office, GERMAN HEROLD OFFICE, 22-24 North Williams Street, New York

The 1910 Census

Shows that 76% of Cleveland's population is foreign.

That there were over

132,000

German speaking people in Cleveland.

To reach these people you must advertise in the

Waechter und Anzeiger

The only German Daily and Sunday newspaper in Cleveland and Northern Ohio.

Established 1852.

The Twentieth Century Farmer Omaha, Nebraska

Is the most attractive western farm weekly — handsomely printed—profusely illustrated—book paper—colored cover.

Largest Circulation of any Farm Paper in Nebraska

Thoroughly covers Missouri River Valley.

For rates or other information, see text pages of this book.

The Topeka (Kans.) Plaindealer

(Established 1899)

A Peer of All Afro-American Journals. An Advertising Medium That Reaches the Class of People Who Buy.

NICK CHILES, Editor.

A. D. GRIFFIN, Mgr.

9,000—GUARANTEED WEEKLY CIRCULATION—9,000

**The only paper that teaches not only
how to produce most but *also*
*how to sell for the most money.***

Up-to-Date Farming

The Farm Paper with a Mission

Established 1898

INDIANAPOLIS, INDIANA

The Greatest Single Force in the United States for Improving Agricultural Conditions

ADVERTISING RATES

DISPLAY ADVERTISING—75 cents per agate line.

CLASSIFIED ADVERTISING—50 cents a line.

CASH DISCOUNT—3 per cent.

LARGE SPACE RATES

FULL PAGE—\$400, 700 lines 9 $\frac{1}{8}$ x12 $\frac{1}{2}$ inches.

Must be used by one advertiser in one issue and not scattered.

Circulation 200,000 Copies Guaranteed

(Average circulation for year ending July 15, 1914, 207,175 copies.)

ISSUED 1st and 15th of each month.

LAST FORMS CLOSE ten days before date of issue. First forms close 15 days in advance.

DISCONTINUANCE ORDERS and change of copy must be received at our Indianapolis office fifteen days before date of issue.

Up-to-Date Farming

J. A. EVERITT, Editor

S. F. EVERITT, Advertising Manager

Capitol Square, Indianapolis, Indiana

Advertising Representatives

John M. Branham Company

CHICAGO
Mallers Building

ST. LOUIS
Chemical Building

NEW YORK
Brunswick Building

The Saturday Evening Telegraph

Chicago's Brightest Weekly

Edited and Published By
Jack Lait and Tom Bourke, Inc.

*Has thousands of individual followers
among the liberal spending class.*

*An ideal medium for anything
appealing to the discriminating man
about town, who has money to spend.*

You can't cover Chicago without it.

YOU CAN REACH
The Florida Farmer

And Fruit Grower Through
His Monthly Magazine, The

FLORIDA FARMER
AND HOMESEAKER

(Formerly Florida East Coast Homeseeker)

Published on the 10th of Each Month

Size of type page, 9 x 12 inches

Length of column, 12 inches

Width of column, $2\frac{1}{4}$ inches

4 columns to the page

Only Independent Farm and Home Magazine in the
State—Circulation keeping pace with population of
most rapidly growing state in the Union.

Keep Florida In Mind
One Million Population in 1915

Address for Advertising Rates

Florida Farmer and Homeseeker
ST. AUGUSTINE, FLORIDA

Western Canada Produces About Two Hundred Million Bushels Wheat per Annum

The money received from this immense crop is spent through the stores of Western Canada. The Commercial Review reaches, every two weeks, three thousand of Western Canada's most progressive merchants. This is an effective result producing medium for the man who wants to talk to the merchants of the Canadian West.

Write for rate card or consult any progressive advertising agency.

The Commercial Review

Calgary, Alta, Canada

Mr. Advertiser!

You are entitled to know what circulation
you are getting

Do You Know
THAT
The CHARLOTTE
TRIBUNE
Charlotte, Mich.

Has a sworn Circulation of 4750?

That there are only four country
weekly papers in the State of Mich-
igan having as large a circulation as
the Charlotte Tribune?

The Tribune has the largest circu-
lation of any paper in Eaton County

FORT SMITH, ARK.

Southwest American

Average daily net paid sworn cir-
culation for six months ending
April 1, 1914—returns, exchanges,
advertisers' and complimentary
excluded—over 9,669. Circula-
tion receipts for the first ten
months of 1913 (sworn), \$22,-
803.41. Carries 25 per cent.
more advertising, both foreign and
local, than does its contemporary.

An up-to-date plant.

A down-to-now newspaper

Represented by
E. KATZ SPECIAL ADVERTISING
AGENCY,
New York and Chicago.

W. E. DECKER, Owner and Publisher.

Southern Ruralist

THE SOUTH'S FOREMOST FARM PAPER

RATE—ONE DOLLAR A LINE

Down in the South where live half of our agricultural population they produce food stuff and raw materials for clothing—the necessities of life. The demand for their products never dies. An avalanche of prosperity is compelled to cover the South. *Are you teaching them to demand your goods?*

State Classification of the Circulation

Georgia	- - - - -	45,806
Alabama	- - - - -	34,380
Texas	- - - - -	28,229
North Carolina	- - - - -	30,265
Mississippi	- - - - -	26,851
South Carolina	- - - - -	21,924
Florida	- - - - -	16,062
Louisiana	- - - - -	14,329
Arkansas	- - - - -	8,437
Virginia	- - - - -	9,655
Tennessee	- - - - -	8,083
Oklahoma	- - - - -	3,195
Kentucky	- - - - -	2,472
Miscellaneous	- - - - -	1,906
Foreign	- - - - -	840

Total Net Paid - - 252,434

OVER QUARTER OF A MILLION NET PAID GUARANTEED

Southern Ruralist Company

Southern Ruralist Building

ATLANTA, GA.

CHICAGO OFFICE
J. C. BILLINGSLEA
Advertising Building

NEW YORK OFFICE
A. H. BILLINGSLEA
1 Madison Avenue

ST. LOUIS OFFICE
A. D. McKINNEY
3rd National Bank Building

THE PATHFINDER

ISSUED EVERY SATURDAY.
WASHINGTON, D. C.

WHAT IT IS

When a paper has been going and growing for twenty-one years, as the Pathfinder has, there is some good reason for its continued existence and success. The Pathfinder is not the biggest, the most "enterprising," the most sensational, the prettiest or the most bumptious paper in the country. All it is is a little weekly, in which is carefully condensed about all that the average common-sense man or woman needs to know about what the world is doing. It caters neither to the idle rich nor the envious poor, but appeals to people of the great, solid middle class mostly in the rural districts—people who want what they want, and have the wherewithal to pay for it—people who swear by the Pathfinder and who read every word there is in it—teachers, farmers, business and professional men, mothers of families—busy, earnest, intelligent people of every class.

RATE: 25 CENTS PER AGATE LINE FLAT.

Orders accepted at this rate only to and including the last issue of December, 1915.

14 Lines One inch; 140 Lines One Column; 420 Lines One Page. Column Width, 2 1-3 inches. Type Page, 7 1-3 x 10 inches. Circulation never less than 75,000 copies.

No discounts. No reading notices of any character accepted. Forms close ten days in advance.

THE PATHFINDER PUBLISHING COMPANY

WASHINGTON, D. C.

Advertising Offices: W. E. HERMAN, Boyce Building, Chicago.
H. G. WOOD, No. 1 Madison Ave., New York.

The Providence Tribune

has the largest one-cent circulation in Rhode Island.

The Tribune is an aggressive, independent newspaper that always produces results.

ASK

M. S. DWYER,
General Manager

or

G. LOGAN PAYNE CO.,
Managers of Foreign Advertising

CHICAGO NEW YORK BOSTON

Every copy of THE CHAT

is delivered by our own carriers
directly into 83,000 homes
in Brooklyn

That's the reason why the results are incomparable and why, notwithstanding our higher rates, CHAT carries more Brooklyn advertising than any other paper. Advertisers who know the field never omit it from their lists.

THE CHAT, Inc.
BROOKLYN, N. Y.

RALPH R. MULLIGAN,
38 Park Row,
New York

C. J. ANDERSON,
Marquette Bldg.,
Chicago, Ill.

FUN WEEKLY

MAIL ORDER ADVERTISERS have discovered that the big cities, where population is concentrated, are veritable gold mines when it comes to marketing merchandise through publicity.

If your advertisement is printed in "FUN," the New York Sunday World's Weekly Joke Book, it will get a circulation IN GREATER NEW YORK ALONE, where close to 5,000,000 persons reside greater than if published in the New York Sunday Herald, Times, Sun and Tribune COMBINED.

It will "live" and "work" long after most other periodicals are thrown away.

It will be displayed in a volume that both old and young have learned to look forward to as a flood of sunshine that brightens the home and lightens the heart.

Isn't THAT the kind of medium and circulation you have been looking for?

It would not be putting it too strongly to say that "FUN" has proved itself the BEST mail order advertising medium in the United States—BARRING NONE. Results received from many advertisements published in "FUN" have been truly phenomenal. Answers have come from every corner of the earth. In scores of instances they have vastly outnumbered replies received through ANY OTHER mail order medium.

The results of ONE insertion of your advertisement in "FUN" will surely make it plain that this far-reaching and eagerly-read publication should be placed FIRST in your list of utilized mail order mediums.

Rate, 50 Cents per Agate Line.

Address: "FUN," World Bldg., New York City, N. Y.



AN EMPIRE

Look at the map!

In these states over thirty million people—over forty thousand doctors.

Did you know that the Southern Medical Journal, Journal of the Southern Medical Association, covers this territory? It is "our territory". Remember that when you use the Journal that you reach Southern doctors.

Let us tell you more about it.

SOUTHERN MEDICAL JOURNAL
Journal of the Southern Medical Association
903-5 Van Antwerp Bldg. Mobile, Alabama

Farm Life

Crops are good and prices are high. The readers of FARM LIFE are prosperous. Last year was our Banner Year and next year looks even better.

FARM LIFE should head your list. It is the great big farm monthly of the middle West—over 35 years old—350,000 circulation—one and a half million readers—just where you want them.

C. A. TAYLOR, Pub.

FARM LIFE

1210 Boyce Bldg., Chicago

Publication Office: Spencer, Indiana.

The Quiver

The only Republican weekly
published in West
Philadelphia

10,000 Weekly Circulation
One Dollar a Year

RATES ON REQUEST

JAMES J. WRAY

Editor and Proprietor

2019 Christian St.
Philadelphia, Pa.

THE STOCK YARDS NUGGET

E. MARTINDALE, Publisher

KANSAS CITY, U. S. A.

Over 90,000 issued weekly, largest circulation of any farm and live stock paper in the Southwest. The big crops at war prices make the live stock farmer the best of all buyers. You can reach him cheapest through the Stock Yards Nugget. Let us show you what a Nugget ad will do.

THE NATIONAL GOOD ROADSTER

FOR THE PROMOTION OF
BETTER HIGHWAYS

A Publication with a Purpose. Every copy goes
into the hands of an interested reader.

For circulation, rates or other data, refer to
the text pages of this book, or address

Good Roadster Publishing Co.

1414 Wright Building

ST. LOUIS

MISSOURI

George W. Purcell

Manager Foreign Advertising

ST. LOUIS, MO.
Victoria Bldg.

KANSAS CITY, MO.
New York Life Bldg.

The Power of Pride

Pride makes tailor shops the greatest creditors in the world.

Pride mortgages the home to buy an automobile.

Pride sacrifices fellowmen on the altar of selfish ambition.

Pride fills library tables with elaborate bindings and magazines that are bought like furniture and scanned as such.

Then there is the other kind of pride—the pride in intelligence, the pride in brotherhood, in economy, in getting one's money's worth, in knowing a good thing when one sees it.

If you have a proposition that appeals to people with this latter kind of pride, and know how to tell about it, we invite you on behalf of our 900,000 subscribers to advertise it in—

Home Life

Chicago

Knows Its Clientele

PRITCHARD'S RELIGIOUS LIST**In Combination, One Dollar a Line Flat**

SABBATH READING.	New York,	50c. Every Friday.	Forms Close Ten Days Preceding Date of Issue.
CHRISTIAN NATION.	New York,	10c. Every Wednesday.	Forms Close Five Days Preceding Date of Issue.
WEEKLY WITNESS.	New York,	10c. Every Wednesday.	Forms Close Two Days Preceding Date of Issue.
UNION SIGNAL.	Chicago,	15c. Every Thursday.	Forms Close Ten Days Preceding Date of Issue.
YOUNG CRUSADER.	Chicago,	20c. Monthly.	Forms Close on Fifteenth of Preceding Month.
TEMPERANCE WORK.	New York,	15c. Monthly.	Forms Close on Fifteenth of Preceding Month.

I TELL THE TRUTH ABOUT CIRCULATION**JOHN W. PRITCHARD**

1105 TRIBUNE BUILDING,

'Phone 3784 Beekman

NEW YORK

The Home and Farmstead Athens, Ga.

TWICE A MONTH; 50c PER YEAR!

Devoted to Georgia—Economic and Social. Better Farming, Greater Farm Prosperity, More Attractive Homes, Better Roads, Better Schools, Stronger Churches, More Sunday Schools, More Attention to Public Health and Sanitation.

For further information refer to the text pages of this book.

THE DAKOTAS

Lead all other states in the Union in the agricultural production of wealth per capita.

Nearly One Half of All the Prosperous Dakota Farms Are Owned by Germans and German-Russians

THE
Dakota Freie Presse
Reaches the GERMAN-RUSSIANS in the Dakotas. Circulation 14,000

THE
Neue Deutsche Presse
Reaches the EMPIRE-GERMANS (born in Germany) in the Dakotas. Circulation 13,500.
Both Papers Cover the Entire Field

THERE is no territory in the Union which can be covered as thoroughly by one order as the German element in the states of South and North Dakota can be covered through a combination advertising order in the DAKOTA FREIE PRESSE and the NEUE DEUTSCHE PRESSE, both published by the

FREIE PRESSE PRINTING CO.
ABERDEEN, S. D.

The most homes in Harrisburg and vicinity are entered by the

Harrisburg Telegraph

Circulation greater than that of any other Harrisburg newspaper
(Daily evenings—Sundays excepted.)



Front
Cover
July
Issue

**“Observe the
Character of
People Who
Play Golf.”**

**Do You Want
Their
Patronage?**

Golf is one of the greatest sports. It has “a following” of tremendous purchasing power, which offers any advertiser exceptional opportunities.

Golfers are “moneyed” people; most of them have incomes in excess of \$3,000 a year. *Think of the many things they use and need;* possibly you have something, or a client of yours has, which would be of interest to them.

GOLFERS' MAGAZINE

is the leading golf magazine published in America—edited by Crafts W. Higgins and “Chick” Evans—a magazine which, because it has “quality,” is read by a “quality” class. Are you interested?

Shall we send you rates?

THE GOLFERS' MAGAZINE COMPANY

**Monadnock Block
Chicago**

**37 Madison Ave.
New York City**

BOYCE'S WEEKLIES—The Saturday Blade and Chicago Ledger

1914 circulation proved—1,250,000.

Rates 1914—\$2.50 per line display each insertion—30 cts. per word classified each insertion.

Boyce's Weeklies still maintaining their supremacy in the field of direct sales publications.

No other papers which make a specialty of reaching the **SMALL TOWN** and **FARM FIELD** show such gains and continued prosperity both in circulation and advertising.

Lead all competitors in volume of advertising for the first 19 weeks of 1914, at which period this advertisement is prepared.

Boyce's Weeklies doubled their circulation and advertising in the last four years.

Unexcelled for direct sales they are also logical general publicity mediums for reaching the **SMALL TOWN FIELD**.

Eastern Office,
205 Metropolitan Tower,
New York City.

W. D. Boyce Company,
500-514 N. Dearborn St.,
Chicago, Illinois.

To Reach
Municipal Officials
Use

AMERICAN MUNICIPALITIES

Received by more Mayors and Councilmen (the ones who do the buying) than any other publication.

We have a reporting system that will interest you.

Write for particulars

American Municipalities

Marshalltown, Iowa

The Atlanta
Independent

Published Weekly by
The Independent Publishing Co.

Guaranteed Circulation, 25,000

ADVERTISING RATES

Per inch.....\$0.56

SUBSCRIPTION RATES

One Year.....\$1.50

Six Months..... 1.00

Three Months..... .50

B. J. DAVIS, Editor and Manager
200 Auburn Ave., Atlanta, Georgia.

EVERYDAY LIFE

CHICAGO, ILLINOIS

750,000 Circulation

\$3.00 PER AGATE LINE

Is a publication whose circulation has been built up by mail order methods that pay the publisher, and therefore cannot help but pay the advertiser. No give away circulation obtained by house to house canvassers, but every subscriber representing to us a cash sale of 25 cents.

WE PUBLISH A PAPER OF INTEREST to the people we reach—our stories, special departments, humor, etc., are adapted to the needs of the people in the small towns and villages and on the farms. Our paper is read each month by our subscribers because it is the kind of a paper THEY want.

WE SELL SPACE to advertisers on a business basis, maintaining our rate card and enter into no special deals with an advertiser or agency. If you buy space in EVERYDAY LIFE, you are guaranteed that you are not paying more than any other advertisers for the same service. Maintaining this policy, we can afford to and do give the

FULL CIRCULATION

750,000

claimed and over. If your advertisement pays ANYWHERE, it will pay big in

EVERYDAY LIFE

RATE \$3.00 PER AGATE LINE

Be sure your advertisement is scheduled for our next issue.

THE KENNEDY-HUTTON COMPANY
ADVERTISING MANAGERS

1004-1005 Marquette Bldg.,
Chicago, Ill.

7084-86 Metropolitan Bldg.,
New York, N. Y.

Because of Its Special Western Significance and Influence

SUNSET

The Pacific Monthly

has become one of the leading magazines of the United States. No other magazine bears the same relation to its readers as does SUNSET. The Westerner eats, sleeps, drinks and boosts "THE WEST." SUNSET, because it so completely expresses and satisfies this "native son" pride, has become an institution to him and a vital part of his life. In addition, SUNSET has a tremendous dealer influence and merchandising value. The West is the liveliest, fastest growing and best buying territory in the United States. Isn't it good business to harness this "native son" element to your sales?

SUNSET MAGAZINE SAN FRANCISCO, CALIFORNIA

WILLIAM WOODHEAD, General Manager

If it pays anywhere it will pay here

If your advertising pays in any general magazine, if your article appeals to the average man or woman with money to buy it, then we state without hesitation that it will pay in our medium.

Our only basis for this strong claim lies in facts—actual proof of performance. We are justified in taking a uniformly successful past as a rather certain indication of a successful future.

Any medium of established position and policy, which has proved profitable to both large and small advertisers, is worthy of your consideration.

Ask us to prove our claims.

Circulation 175,000

Extension Magazine

JAMES K. BOYD, Advertising Manager
632 S. Sherman St. CHICAGO

THE MILWAUKEE LEADER

LEADER READERS HAVE A PERSONAL VITAL INTEREST IN THE PAPER, BECAUSE THEY OWN IT.

THEIR PURCHASING POWER IS ENORMOUS. THEY WILL MAKE YOUR ADVERTISING PAY.

GIVE THEM A CHANCE.

INVESTIGATE THE LEADER POSSIBILITIES.

It is claimed, and facts support the claim, that each one thousand of Leader circulation is worth at least two thousand circulation of any other Milwaukee daily. The Leader surpasses them in influence upon its readers. This has been conclusively demonstrated in election returns. Nine dailies could muster only 43 000 votes. The Leader, alone and single-handed, got out 30,000 votes. Its readers believe in the paper.

You can reach about 40 per cent of Milwaukee's population by using The Leader. It is the BEST and CHEAPEST advertising medium.

The Milwaukee Leader

Milwaukee, Wis.

S. G. LINDENSTEIN, Inc.

118 East 28th Street

New York City

Sole Foreign Advertising Representatives for the following list of well-known and reliable Newspapers:

CONN.

New Britain-Record Evening 5,876

OHIO

Coshocton-Times-Age Evening 4,219

Defiance-Crescent-News Evening 1,865

Deleware-Journal-Herald Evening 1,162

Semi-Weekly 1,500

Fostoria-Daily Review Evening 2,085

Weekly 1,000

Lima-Times-Democrat Evening 4,412

Lisbon-Journal Evening 900

Weekly 1,800

Marion-Tribune Evening 4,163

Middletown-Journal Evening 2,571

Tiffin-Advertiser Evening 2,783

Weekly 3,502

Urbana-Democrat Evening (Tri-Weekly) 4,750

Zanesville-Courier Evening 3,413

PENN.

Canonsburg-Daily Notes Evening 2,350

Easton-Free Press Evening 9,846

Franklin-Herald Evening 3,006

Johnstown-Leader Evening 9,847

Mt. Carmel-Item Evening 3,100

McKeesport-Daily News Evening 9,421

New Castle-News Evening 7,735

Shamokin-Daily News Evening 4,071

Sharon-Herald Evening 3,078

Shenandoah-Herald Evening 3,100

Warren-Times Evening 3,900

W. VA.

Clarksburg-Exponent Morning 5,312

-American Evening 2,000

Wheeling-Telegraph Evening 7,204

CANADA

Victoria B. C.-Colonist Morning 10,000

ADVERTISING RATES, SWORN CIRCULATION, STATEMENTS AND FURTHER INFORMATION GLADLY FURNISHED ON APPLICATION.

Co-operation offered to all advertisers to obtain distribution in above cities.

THE WELCOME GUEST

(Established 1888)

A clean, bright, well printed monthly, reaching people in small towns and rural districts.

250,000 CIRCULATION

Guaranteed and proven for each issue. An ideal paper in which to "try out" mail order ads. \$1.00 per line.

ADVERTISING REPRESENTATIVES:

RHODES & LEISENRING CO.

Harris Trust Bldg., Chicago.

A. H. GREENER,

140 Nassau Street, N. Y.

The Calgary Herald

Calgary, Canada

DAILY AND WEEKLY

Guaranteed circulation over 21,000 daily. Is the leading medium with which to cover the greatest growing market in Canada. Service department to help agencies and advertisers in initial distribution. Satisfaction and therefore increased and continued patronage by the Herald followers makes possible our occupation of one of the finest newspaper buildings in Western Canada.

Write for full details and rates.

Henry DeClerque

U. S. Representative

800 Mallers Bldg., Chicago
1 W. 34th St., New York City

The Leavenworth TIMES

D. R. ANTHONY, Jr., Mgr.

CLAIMS to be the best daily newspaper, and to have the largest daily circulation of any daily paper in the United States, printed in a city of the population of Leavenworth—25,000. Aside from the city proper there is located adjoining Leavenworth on Military Reservations, Fort Leavenworth, the largest Military Post in the United States, where the government is spending \$5,000,000 constructing a Brigade Fort; and also the National Soldiers' Home, containing 4,000 veterans, all of whom draw pensions, and who, local druggists state, are on account of physical ailments, great buyers of Patent Medicines. Practically every home in Leavenworth City and nearly every farm home on the rural routes of Leavenworth County take the DAILY TIMES as the family newspaper.

PEARSON'S MAGAZINE

Is a *different* magazine than you have ever read before. It treats great subjects fearlessly and fairly that other magazines are afraid to tackle. Therefore, PEARSON'S has attracted a following that is all its very own—people who believe in PEARSON'S and support PEARSON'S loyally.

Its advertising rate is eighty (80) cents per thousand, based on the net paid guaranteed circulation which is 150,000 copies.

Forms close in New York on the twenty-fourth of the second preceding month.

PEARSON'S PUBLISHING COMPANY

425 East 24th Street, New York City

Western Office:

COLE & FREER, Western Managers
1328 Peoples Gas Bldg., Chicago, Illinois

Atlanta Saturday Night

ATLANTA, GA.

A CLEAN, VIGOROUS, LIVE, CONSTRUCTIVE WEEKLY NEWSPAPER FOR INTELLIGENT, RIGHT-THINKING PEOPLE

ARGUMENT

This weekly goes into the homes of Georgia's wealthiest and best people. Intelligent people who do not regard it as eccentric to be thoughtful, who wish to be familiar with important news and affairs relating to Society, Theatres, Sports, Financial Matters and strong Editorials, subscribe @ \$2 per year for ATLANTA SATURDAY NIGHT. Advertising rigidly censored. No whiskey, patent medicine, fake financial or misleading copy accepted.

J. BERNARD LYON, Publisher

RATES

Full Page (6 cols. each 19½ inches) \$90. Half page \$47. Quarter Page \$24. Per inch 84c. Theatrical and Amusements, per inch \$1. Financial Statements, Annual Reports \$1.40. Reading Notices, per line (minimum 5 lines) 15c. Discounts are offered only for fixed space contracts on 70 lines and over, from 8 to 52 insertions.

Full information upon application.

WM. F. PARKHURST, Bus. Mgr.

SPECIAL REPRESENTATIVES:

New York; Charles Seested, 41 Park Row
Chicago; F. S. Kelly, Peoples Gas Bldg.

SPARE MOMENTS

has built up its present circulation purely on its merits as a clean, healthy, family journal by means of circularizing and sample copying.

This circulation is confined almost entirely to the agricultural districts and covers the field from coast to coast.

As about 75% of the names which make up its subscription list are those of females, it is therefor essentially a woman's publication.

As the Publishers guarantee the integrity of every advertiser

using its columns it does not admit matrimonial, medical or misleading advertising at any price but solicits only clean, honest advertisements.

The policy of the Publishers is to give its subscribers, a clean, wholesome publication that can be read by every member of the family without fear or shame.

Its circulation is proven each month by P. O. Receipts or in any other manner that an advertiser may desire and the circulation of each issue is guaranteed to exceed

250,000 Copies

If you want to talk to a class of intelligent, prosperous readers such as we reach month after month here is your opportunity.

Advertising Rate, \$1.00 per Line

and orders may be sent through Nelson Chesman & Co. or direct to

THE SPARE MOMENTS PUB. CO., Allentown, Pa.

GEO. W. WILLIS, Adv. Mgr.

1846 *THE LEADING ILLUSTRATED* 1914
Sporting Journal in the World

The Police Gazette

WE respectfully ask your attention to the numerous changes for the better that have been made in the paper within the last three or four years.

The use of wood engravings has been discontinued, nothing but half-tone work of the highest possible grade being used.

The circulation of the paper has also been greatly increased. New methods have been adopted to reach the public. A large number of canvassers are at work for us in all parts of the country, working up new subscribers and turning in from 1000 to 1500 new ones every week as well as maintaining renewals. The American News Co., who are our largest agents, have also greatly increased their standing order.

The advertising columns of The Police Gazette are particularly suited for Men's Supplies, including Clothing, Cigars, Tobacco, Wines, Liquors, etc.

We shall be pleased to forward sample copy of paper on application, also card of rates.

Forms close each Saturday at 9 a. m., about fifteen days in advance of regular publication day.

ADDRESS

RICHARD K. FOX

FRANKLIN SQUARE

NEW YORK CITY

OVERLAND MONTHLY

Established 1868

Having always kept a high literary standard, its 76,000 circulation is among the better class of magazine readers.

It covers the territory west of the Missouri River. It is not the organ of any corporation.

SAN FRANCISCO,

CALIFORNIA

NEWS LETTER

Published Every Saturday

Devoted to the leading interests of California and the Pacific Coast.

21 Sutter Street, SAN FRANCISCO, CALIFORNIA

SKANDINAVEN Goes to the Buyers

Mr. Advertiser:—

Your object in advertising is to *sell* your products, is it not?

SKANDINAVEN has the largest *paid* circulation of any paper in the Norwegian-Danish language, and, being the highest in subscription price, it is only natural to suppose it is read by the class *best able*, and *most apt* to *buy* advertised articles. The Semi-Weekly edition has a circulation of over 35,000 copies each issue, and about 90% of the circulation is to the prosperous Scandinavian *farm-owning* farmers of the Northwest—those who *pay* for the equipment and supplies used on their farms—the very ones the intelligent advertiser desires to reach. Its market reports are exceptionally complete and up-to-date. It is the only foreign language paper having a special editor at the Union Stock Yards, Chicago, the greatest live stock market in the world. Rate 10c per agate line.

The Daily and Sunday editions circulate principally in Chicago and near-by towns and villages. It is the only paper through which the Norwegian-Danish population can be reached daily in their own language. It has a paid circulation of some over 18,000. Rate 5c daily, and 7c Sunday, per agate line. Sample copies on request.

SKANDINAVEN

F. S. Anderson, Adv. Mgr.
115 So. Dearborn St., CHICAGO

THE TAMPA TRIBUNE

Daily Sunday Weekly

W. F. STOVALL, President and Manager

The Official Organ of Tampa and Hillsborough County

Something About Tampa, Florida

Population 50,000. Weekly payroll \$250,000. Largest producers of clear Havana cigars in the world—300,000,000 this year. Market place for South Florida. Forty wholesale concerns doing an annual business of \$11,000,000. Fifty miles of vitrified-brick-paved streets. 7.75 miles of railway terminating in city limits. Three trunk-line railways, Atlantic Coast Line and Seaboard Air Line to the east and the Tampa Northern to the west. Nine steamship lines to all important ports on the Atlantic and Gulf. Twenty feet of water to foot of Main Street. Nearest port of importance to Panama Canal. Adequate waterworks system, telephone, gas, street railways, electric plants. In fact, modern and metropolitan in every respect. Good schools, many churches and beautiful residences.

The Tribune has no competition in Southern and Western Florida.

Try us out! We rarely disappoint.

Guaranteed	Sunday	20,000
(P. O.)	Daily	18,600
Circulation	Weekly	9,900

THE S. C. BECKWITH SPECIAL AGENCY

Sole Agents Foreign Advertising

NEW YORK ST. LOUIS CHICAGO

PARK'S FLORAL MAGAZINE

FOUNDED IN 1871 BY GEO. W. PARK

- ¶ Substantially intrenched in its own field.
- ¶ Half million strong are its readers.
- ¶ An army of refined, cultured, flower and home loving people.
- ¶ Most of them owners of both homes and gardens.
- ¶ PARK'S gives its readers what they desire and the advertisers a generous excess in circulation.
- ¶ 500,000 copies—based on 400,000—rate \$1.50 per line.
- ¶ 100,000 extra circulation on 400,000 rate guarantees 25% increased returns to the advertiser.
- ¶ A proposition commanding the most conservative space buyer's attention.
- ¶ We reserve the right to increase present rate at any time. Schedule your copy now. Buy on a rising market.

Forms close 20th of preceding month.

All orders or requests for information should be addressed to

RHODES & LEISENRING CO.

Advertising Managers

717-719 Harris Trust Bldg.,

CHICAGO, ILLS.

Phone Central 937-8-9

New York Office—140 Nassau St.

Kansas City Office—306 Gumbel Bldg.

St. Louis Office—503 New Bank of Commerce Bldg.

A. H. Greener

Oscar G. Davies

R. M. Saylor

OAKLAND TRIBUNE OAKLAND, CALIFORNIA

Must be used to cover the 300,000 people in the East Bay Cities (Oakland, Berkeley, Alameda and suburbs).

Carries more local, classified and national advertising than any of the seven papers of Oakland and San Francisco, except one.

Carries practically twice the amount of advertising as the other local afternoon paper. Guaranteed larger circulation in above territory than ALL OTHER DAILIES combined. 90% in the homes of the "CITY OF HOMES" Oakland.

WILLIAMS, LAWRENCE & CRESMER CO.

Harris Trust Bldg., Chicago, Ill.

Brunswick Bldg., New York City

National Representatives

THE HELENA INDEPENDENT

ESTABLISHED 1866

Substantial, Clean, newspaper published every day in the year in the capital city, located in the heart of Montana's mining and agricultural districts.

New Plant, largest and highest salaried editorial force in the state, full Associated Press reports, supplemented by special services on Sunday.

Over 14,000 People have come into the territory of The Independent within the last eighteen months. The circulation has increased 133 per cent since April 1913—the advertising rate has been reduced to the RIGHT basis, and the subscription price from \$12 to \$7 a year.

SWORN CIRCULATION 5,490

Members Audit Bureau of Circulations.

WRITE FOR BOOKLET "MONTANA AND THE HELENA INDEPENDENT."

STEVENS & KING, Foreign Representatives.

Hearst Building, Chicago.

286 Fifth Ave., New York City.

The Flat-Woods Farm Journal

Published monthly in the interest of Better Farming at Hendrickson, Missouri.

For Circulation, Rates, etc., consult the text pages of this book

The Most Responsive of the Millions of Movie
Patrons Read

PHOTOPLAY MAGAZINE AND MOVIE PICTORIAL

WHY are they interested in the characters and plots of the movie people? Because of the unfinished story as seen on the screen. They want details and buy our publication to fill out the life story. These people are thorough and careful readers—responsive readers, if you please.

YOUR advertising gets the same attention and that these people are responsive to advertising is conclusively proved by the fact that once in our publication, you stay.

STAYING is the test of any advertising medium, and the growth of our advertising section has nearly been as phenomenal as that of *Our Subscription List*—"There's-a-reason" and it isn't "Grape-Nuts" either.

Photoplay Magazine

Illustrated Monthly
176 Pages
Magazine Size
Circulation 200,000
For the Present
\$100 Per Page

The Movie Pictorial

Illustrated Weekly
36 Pages
9x12 Printing Page
Circulation 100,000
50c Per Line

B. E. BUCKMAN, Advertising Manager

CLOUD PUBLISHING CO.
CHICAGO, ILLINOIS

The CONSTITUTION

Atlanta, Ga.

The Standard Southern Newspaper
Daily—Sunday—Tri-Weekly

Circulation January, 1, 1914, 50,000 Daily and 52,000 Sunday

The Constitution is the only morning newspaper in Atlanta. It is traditionally and currently recognized as the most influential Southern Newspaper. The prestige value of its circulation is exceptional. It has more home delivered circulation than any other paper in Atlanta.

The Tri-Weekly Constitution

delivered every other day by carrier into Rural Homes, is the Southern "Farmer's Daily." It is the best farm medium of the South, and it is also indispensable to any Southern daily campaign.

THE CONSTITUTION

J. R. HOLLIDAY, Foreign Adv. Mgr.

ATLANTA, GA.

A \$3,000,000 CROP FOR KANSAS

This means another prosperous year for Kansas, and you cannot afford to overlook this territory. In advertising to farm folks in Kansas, the first paper to go on your list should be the weekly

KANSAS FARMER

Sworn Circulation Over 65,000

Rate thirty cents per line

\$210 per page—768 lines

KANSAS FARMER'S circulation is wholly among farm folks. No duplication of city or town circulation for which you may have otherwise provided or may not need.

KANSAS FARMER has endured and succeeded strictly as a farm paper, of and for Kansas farmers, for 51 years. Strong proof that Kansas farmers buy it, read it, believe it and answer its advertisements. Further proof on request to either of the undersigned.

Geo. W. Herbert, Inc.
600 Advertising Bldg.
Chicago, Ill.



Wallace C. Richardson
41 Park Row
New York, City

Some of the Authors Whose Stories Appear in Ainslee's:

William Slavens McNutt

I. A. R. Wylie

Richard Le Gallienne

Neith Boyce

Ethel Train

Andrew Soutar

Albert Payson Terhune

Edgar Jepson

Edith MacVane

Charles Saxby

Frank Condon

Edgar Saltus

F. Berkeley Smith

Caroline Duer

Berton Braley

Cosmo Hamilton

Herman Whitaker

Clinton Scollard

Marie Van Vorst

Martha McCulloch-Williams

250,000 copies per issue—15 cents per copy or \$1.50 per year and each and every copy is bought purely and solely because of the merit of the magazine..

*THE HIGHEST CLASS FICTION MAGAZINE IN
THE WORLD.*

Ainslee's Magazine

79 7th Avenue

New York City

POLO
TENNIS
RACQUETS
GOLF
LACROSSE
KENNELS
MOTORING
HUNTING
CRICKET
HOCKEY
TROTTERING
HORSE SHOWS
YACHTING
FENCING
SOCIETY
OPERA
MUSIC
CONCERT
DRAMA

THE SMARTEST SPORTING
SOCIETY PAPER IN AMERICA

POLO AND CLUBMAN MAGAZINE

LONDON

PARIS

NEW YORK

1 East 42nd Street,

NEW YORK

31 Craven Street-Strand,

LONDON, ENGLAND

OAKLAND CALIFORNIA

THE GREAT SEAPORT
OF THE WESTERN SEA

300,000 PEOPLE

OBSERVER

THE ONLY WEEKLY

We welcome more business as
it brings more friends and
more news.

RALPH A. GROVER
MANAGER

ADVERTISERS

Can reach the Street and
Electric Railway Employes
of United States and Canada
through

THE MOTORMAN AND CONDUCTOR

DETROIT, MICH.

It is their own publication.
Space given acceptable ad-
vertising. No soliciting.

SPACE \$3 PER INCH
SINGLE COLUMN

The Mathews List

Covers Seven-Eighths of New England's Best Cities Outside the Metropolis

35 Leading Daily Newspapers

CITIES' AND DAILY NEWSPAPERS

	*Circulation	Population	With Suburbs
MAINE	Augusta Journal	9,213	13,211
	Bangor Commercial	9,527	24,803
	Bath Times	2,200	9,396
	Biddeford Journal	2,472	17,079
	Lewiston Sun	5,538	26,247
N. H.	Portland Express	19,869	58,571
	Manchester Union-Leader	25,992	75,063
VERMONT	Dover Democrat	3,465	13,247
	Barre Times	5,711	10,724
	Bennington Banner	2,659	6,211
	Burlington Free Press	8,823	20,468
	Montpelier Argus	3,130	7,856
MASSACHUSETTS	Rutland News	3,499	13,546
	St. Albans Messenger	3,939	6,381
	Attleboro Sun	4,988	18,000
	Fall River Herald	8,189	119,295
	Fitchburg Sentinel	4,860	37,826
	Gloucester Times	7,024	28,000
	Holyoke Transcript	9,898	57,730
	Haverhill Gazette	10,016	44,115
	Lawrence Telegram	7,964	85,892
	Lowell Sun	16,448	106,294
CONN.	Lynn Item	13,209	89,336
	Newburyport News	5,649	14,949
	Northampton Gazette	5,395	19,431
	North Adams Transcript	6,236	22,019
	Salem News	18,260	43,697
	Springfield Union	25,019	88,926
	Worcester Gazette	23,094	160,123
	New Haven Register	19,260	133,605
	New London Day	7,605	19,659
	Bridgeport Telegram	10,859	102,054
CONN.	Hartford Post	12,629	98,915
	Meriden Journal, approximately	7,000	37,265
	Waterbury Republican	7,398	73,144
		336,537	1,703,078
			2,746,000

* All circulations are as per sworn statements to Post Office Department.

COMBINATION RATE

One Order—One Bill—One Plate! Simultaneous Service!
Separate papers or groups sold if preferred.

SALES DEPARTMENT

Personal work on retail trade. Distribution obtained or extended. Investigations made. A genuine service with a record of successful performance for large national advertisers as well as smaller concerns.

TRADE CIRCULARIZING DEPARTMENT

For mail work on retail trade in connection with advertising contracts.
Work that shows tangible results.

PROMOTION DEPARTMENT

For assistance to agents and advertisers in the preparation of plans and copy.

HOME OFFICE, 1 BEACON ST., BOSTON.

Branches: Chicago, 601 Hartford Bldg.; New York, 171 Madison Ave.

THE JULIUS MATHEWS SPECIAL AGENCY

DAILY JOURNAL

EAST ST. LOUIS, ILL.

Established in 1888

Only established daily paper in a city of 70,000 population.
Only substantial advertising medium for that city and suburbs.

JAMES W. KIRK, Editor and Manager

The Buffalo Evening News

Has a net paid circulation of over
100,000 copies.

Reaches 80% of the homes of Buffalo and its immediate shopping districts;

Carries nearly 50% of all the Department Store advertising that appears in the six daily papers of Buffalo, and

Is used exclusively by a number of Buffalo merchants as well as by a number of National Advertisers.

EDWARD H. BUTLER

Editor and Publisher

KELLY-SMITH COMPANY

Foreign Representatives

220 Fifth Avenue, New York, N. Y.
1611 Lytton Bldg., Chicago, Ill.

Der Deutsch-Canadier

Calgary, Alberta.

The Only German Newspaper in
Southern Alberta.

Guaranteed Circulation, 5,500.

THE SUNDAY SUN

Calgary, Alberta.

The Only Sunday Paper in Western
Canada.

The growth of this paper has
been phenomenal. Carrier distribution
in Edmonton, Red Deer and
Calgary.

Circulation, 5,000.

THE SUN PRINTING AND PUBLISHING CO., Ltd.

A. H. E. BECKETT, Manager
CALGARY, - - ALBERTA

The Key to the German Market of New York

¶ A larger and more representative list of national advertisers are yearly learning the value of the great buying power of the German public in New York—one-fifth of the total population.

¶ The key to this market is the

New-Yorker Staats-Zeitung.

Herman Ridder,
Publisher.
Established 1834.

"The Great German Daily."

¶ Carries more paid advertising than all the other New York German newspapers combined.

¶ Circulation guaranteed by the A. A. A.

Advertising Has Been Reduced to Its Fundamental and Controlling Laws at Last!

The Science of Advertising Has Arrived!

As the culmination of six years of patient scientific research in business economics the mechanism of advertising has been taken to pieces like the parts of a clock; its simplest elements laid out—as mainspring, wheels, levers, pendulum; and the basic laws which control each part, and govern the operation of all when put together again, have been finally discovered.

These laws—fifteen in number, with certain corollaries, none of them over **thirty words** in length, so they are as brief and simple as can be written—dispel the mystery which has shrouded the **selling power of publicity** and make it perfectly clear why some advertising pays while other advertising is unqualified waste.

Observance of these laws will enable the intelligent advertiser to judge **before his money is spent** whether his publicity will prove high or low in selling power. They enable the advertiser, himself, to put the so-called "experts" of publicity on the mat for what they know or don't know about copy, media, commodities and markets, and they give him a self-protecting "strangle hold" for all time on every form of advertising graft and agency fourflush.

These "**Elementary Laws of Advertising**" and "**The Eight Main Tools of Publicity**" which they disclose, have been carefully compiled, defined, applied to every day markets, explained fully and **illustrated with five graphic charts**. This epoch-marking work is presented in the form of a handy little coat-pocket size book of 196 pages, large of type, very handsomely and durably bound in red cloth, gold stamped.

This book is written to and for the **business man** who has goods for service to market; it is "dedicated to the man who pays the bills;" and it is the first book that ever made the **saving of advertising waste** its main purpose. It is called:

The Elementary Laws of Advertising: And How to Use Them

By HENRY S. BUNTING
EDITOR OF THE NOVELTY NEWS

*Author of "Specialty Advertising—The New Way to Build Business";
"The Premium System of Forcing Sales: Its Principles, Laws and Uses"; etc.*

 This Book is given free with a \$2 yearly subscription to The Novelty News, "the Organ of the Revolution in Advertising and Sales Science".

(Canadian and Foreign Subscriptions \$2.50)

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The Novelty News Laboratory of Business Economics, 215 South Market Street, Chicago

The 320,000 Farmers

who are regular weekly readers of Pierce's Farm Weeklies are **superaverage** wealth producers.

The Pierce Field farmer has an income two and a half times greater than the income of the average farmer throughout the balance of the United States.

From week to week these 320,000 farmers with big incomes, modern homes, excellent farm equipment and high living standards, form their opinion of the best goods to buy from the advertising columns of

PIERCE'S FARM WEEKLIES

Iowa Homestead, Des Moines, Iowa	- - -	140,000
Wisconsin Farmer, Madison, Wisconsin	- - -	80,000
Farmer and Stockman, Kansas City, Mo.	- - -	100,000

Central Office,
Des Moines, Iowa

J. M. PIERCE, Publisher



The Morning News

Wilmington, Del.

DAILY EXCEPT SUNDAY

ONLY MORNING PAPER
IN DELAWARE

90% HOME DELIVERED.
ONLY ONE EDITION.
ASSOCIATED PRESS FULL
LEASED WIRE.

FREE OF INFLUENCE.
INDEPENDENT and VIGOROUS.

10,500 DAILY NET PAID

ALLEN & WARD
Advertising Bldg. Brunswick Bldg.
CHICAGO NEW YORK

A Few Things We Did Last Year

¶ DEVELOPED a local advertising account from nothing into a \$1,500 order.

¶ PRINTED the first double-page advertisement ever published in a Keokuk newspaper.

¶ SUBSCRIBED to the best telegraphic news service obtainable in this territory, at an increased expense of over \$1,400 annually.

Write to us and ask for folder, "What Every Advertiser Ought to Know About Keokuk." We have hundreds of letters from general advertisers who have used our paper, on file. Let us tell you what some of these firms have to say regarding our service.

CONSTITUTION-DEMOCRAT
515 Main St., Keokuk, Ia.

THE *Star* PUBLICATIONS

TOPEKA, KANSAS

The Topeka Daily Capital, Guaranteed circulation in excess of 33,000 daily. The only morning paper and the only Sunday paper in Topeka. The only paper in Kansas printed every day in the year. Guarantees advertisers the largest circulation in Topeka and a larger circulation in Kansas than any other daily newspaper published in the state. Prints twice as many want ads as any other daily in Topeka. Rate, 5 cents an agate line, flat, for display, and 1 cent a word for classified.

Missouri Valley Farmer, Guaranteed circulation more than 500,000 monthly, 85% in the states of the Mississippi Valley. No other farm paper published so far west has an equal amount of circulation, and you couldn't improve on the territory if you made it to order. It is an up-to-date agricultural monthly, with reader-hold and a loyal constituency of real farmers in the states that produce the bread and meat and eggs of the nation. Rate, \$2.00 an agate line, flat. Forms close on the 25th of each month.

Farmers Mail and Breeze, Guaranteed circulation more than 110,000 weekly, principally in Kansas. Has double the rural route circulation of any other Kansas farm paper, and covers Kansas more thoroughly than any other farm paper covers a single state. Carries more classified advertising from the farmers themselves than any other farm paper in the country. Rate, 50 cents an agate line, flat (effective October 1, 1914). Forms close Monday.

Nebraska Farm Journal, OMAHA, NEB., Guaranteed circulation more than 101,000 semi-monthly. The big farm paper of the fourth state of the Union in farm wealth. Has a greater circulation in Nebraska than any other Nebraska farm paper. It is edited by Nebraska men and women. No paper is closer to its readers or brings better results in its field. Rate, 40 cents an agate line, flat. Forms close 10th and 25th of month.

Missouri Ruralist, ST. LOUIS, MO., Guaranteed circulation over 85,000, semi-monthly, in Missouri, the fifth state of the Union in farm wealth, and the fourth in average-per-farm production in 1913. Its editors are Missourians who are popular with Missouri farm people. Rate, 35 cents an agate line, flat. Forms close 1st and 15th of each month.

Oklahoma Farmer, OKLAHOMA CITY, OKLA., Guaranteed circulation in excess of 54,000 semi-monthly, in Oklahoma, Western Arkansas and Northern Texas, the bulk of its circulation being in Oklahoma. It is the oldest farm paper of the state. Its editors are leaders in Oklahoma agricultural affairs. Rate, 25 cents an agate line, flat. Forms close 5th and 20th of each month.

Household, Guaranteed circulation more than 760,000 monthly—largest circulation of any family magazine west of Chicago. An exceptionally good mail order puller, but the HOUSEHOLD is not a "cheap" mail order paper. It spends more money for attractive features that appeal to its readers than most papers of its class. Rate, \$3.00 an agate line, flat. Forms close 20th of each month.

Capper's Weekly, formerly the Kansas Weekly Capital, the great weekly review of the Southwest. It caters to the intelligent people of the small towns and rural routes of Kansas, Missouri, Oklahoma, Texas, Colorado and Nebraska, and is unique in its appeal to their interest and appreciation. It carries a review of the week's events by Tom McNeal, and other high class features. Circulation, over 250,000. Rate, 50 cents an agate line, flat. Forms close Monday.

Four-State Paper Combination, A special combination rate, representing a discount of 10% (Page copy discount 5%) is made on space used simultaneously in all four or any three of the following papers: FARMERS MAIL AND BREEZE, NEBRASKA FARM JOURNAL, MISSOURI RURALIST and OKLAHOMA FARM JOURNAL. In the four great states, Kansas, Nebraska, Missouri and Oklahoma, the four Capper State Farm Papers give a concentrated, non-duplicating circulation of over 350,000 farm families. Each of these papers excels in editorial strength, in standing with the best farmers and in results-getting power for advertisers. They afford a means for covering this splendid territory thoroughly, and at an extremely low rate. Write to nearest office for detailed information.

Members of the Audit Bureau of Circulations.

Arthur Capper.

Topeka, Kansas,

Publisher.

MARCO MORROW, Director of Advertising.

Chicago, 1800 Mallers Bldg.....	J. C. Feeley
New York, 716 Flatiron Bldg.....	W. T. Laing
Kansas City, 1512 Walheim Bldg.....	T. D. Costello
St. Louis, 1106 Chemical Bldg.....	C. H. Eldredge
Omaha, 334 Chamber of Commerce Bldg.....	J. T. Dunlap
Oklahoma City, 1005 Colcord Bldg.....	M. L. Crowther

LIFE CIRCULATION

JULY 1909 62,112	JULY 1912 180,000
JULY 1910 107,342	JULY 1913 214,000
JULY 1911 139,560	JULY 1914 222,000

EDITORIAL POLICY Independent, fair, fearless, pertaining to literature, art, satire, humor.

APPEALING to people of intellect, culture and refinement. The representative people of means in every community.

ADVERTISING VALUE LIFE is conceded to have more readers per copy than any medium published and is retained, for future reading as are few, if any mediums, due to the matter being of interest at all times irrespective of age.

Because of LIFE'S qualities editorially and otherwise, it gives prestige to your goods and advertising as can no other medium.

RATES On account of LIFE'S continuous growth proportionate rates are necessary. LIFE'S latest circulation and rates always gladly quoted.

GEORGE B. RICHARDSON

Advertising Manager, 31st Street, West No. 17, New York

B. F. PROVANDIE

Western Manager, Marquette Bldg., 1537, Chicago

You Cannot Cover Colorado Unless You Use **The Pueblo Chieftain**

THE PUEBLO CHIEFTAIN is delivered daily to eighty per cent of the newspaper readers of Pueblo, with its 65,000 population and its 20,000 employees on regular monthly pay-rolls who receive an aggregate of \$14,000,000 per annum.

The paid circulation of THE CHIEFTAIN in Pueblo and Southern Colorado, is greater than that of all the other daily papers in this territory combined.

The Chieftain is a Member of the Audit Bureau of Circulation.

THE CHIEFTAIN is in its 47th year, is the second oldest Colorado newspaper, is issued every morning in the year. It reaches all Southern and Western Colorado from 12 to 24 hours ahead of the Denver papers.

JOHN M. BRANHAM CO.
NEW YORK ST. LOUIS
Brunswick Bldg. Chemical Bldg.
CHICAGO
Mallors Bldg.

Supreme in its Field **The Nashville Tennessean and American**

Leads in advertising, circulation and influence.

CIRCULATION—DAILY AVERAGE
January 1st to June 30th, 1914

36,708

PAID—GUARANTEED—Stated in contract.

Carries more total paid advertising month by month than the other Nashville newspaper, twice the number of classified (want-ads) both by count and in inches, and four times the amount of automobile advertising.

Only morning and Sunday paper within a radius of over 150 miles.

Lowest advertising rate per line per thousand of any daily in the South.

Members Associated Press

The Nashville Tennessean and American
102 Years Old. **Members A. B. C.**

Representatives:
JOHN M. BRANHAM COMPANY
CHICAGO ST. LOUIS NEW YORK

Cover the whole
Pacific Coast with
the Three Best
Advertising Buys
on Earth.

LOS ANGELES HERALD
SAN FRANCISCO CALL and POST
SAN DIEGO UNION and TRIBUNE

Combined Circulation

2 6 5 , 0 0 0

PACIFIC

In
Los Angeles
The
Evening Herald

Absolutely dominates
the field.

First in Circulation
First in Advertising
First in Everything

The Home Paper of
Los Angeles.

Circulation over 120,000

PACIFIC

BUTCHERS' ADVOCATE AND MARKET JOURNAL

THE OLDEST AND THE ACKNOWLEDGED ORGAN OF
THE MEAT INDUSTRIES OF THE UNITED STATES.

PUBLISHED EVERY WEDNESDAY

205 BROADWAY,

NEW YORK

COAST BUREAU

In
San Francisco
The
Call and Post

Offers you exceptional advantages in reaching the most of the best homes at a less cost per thousand than any other paper in San Francisco.

Circulation over 120,000

In
San Diego
The
Union and Tribune

Completely covers the whole field and does it so well that it is unnecessary to use any other medium. Good results always follow advertising in these papers.

Circulation over 25,000

COAST BUREAU

“**SVOBODA**”

(LIBERTY)

Published in two languages by

THE L. R. NATIONAL UNION OF AMERICA

83 GRAND STREET,

JERSEY CITY, NEW JERSEY

THE FLORIDA GROWER

TAMPA, FLORIDA

What Our Advertisers Say:

When we first placed our advertisement with you we did not expect much, as we considered the Grower in the same class as the ordinary country paper. You have thoroughly convinced us that we were mistaken, and we have decided to place all of our advertising with you. CRENSHAW SEED COMPANY, Tampa, Fla.

We have for some time been placing considerable advertising with the Grower, and we are perfectly frank to admit that we consider it an excellent medium. THE COE-MORTIMER COMPANY, Fertilizer dealers, Charleston, S. C.

We have never had such good results from any advertisement we ever used, as from this one in the Grower. Your paper must cover nearly the whole country, as we have had multitudes of inquiries from nearly all parts of the United States. I further note that many of these folks have already invested, are planting groves, and soon expect to come down here. MAPES FERTILIZER COMPANY, J. R. Tysen, Agent, Jacksonville, Fla.

Some time ago I expressed a desire to be able to say the same kind words for your publication that your other advertisers have said. It now affords me great pleasure to state that as an advertising medium I have found the Grower the best I ever tackled. I have had inquiries from all parts of the United States, and also, some from Canada, as the result of my advertising. Wishing you success, I am yours sincerely, J. H. WENDLER, Lakeland, Fla.

Seventy-five per cent of our business has been brought to us by the Grower. In the last six months we have been obliged to double our plant. We believe in advertising in the grower—it brings results. J. SCHNARR & COMPANY, Orlando, Fla.

The only agricultural magazine
of general circulation in
the State of Florida.

Every subscription is paid in
advance—\$1.50 per year—
and is secured without the use
of premiums.

Our 12,500 Circulation
is equal to 30,000 circulation
of any farm publication which
adopts cheap premium proposi-
tions, clubbing offers, etc.

For rates or other information
refer to the text pages of this
book or address

THE FLORIDA GROWER
TAMPA, FLORIDA

40,000 A Month

(480,000 Copies for the Year)

That is the average circulation we guarantee for the coming year.

We have bought and consolidated with
Successful Poultry Journal

The Standard and Poultry World
of Quincy, Ill.

Edited by a man who is close to his readers and having a **QUALITY CIRCULATION** excelled by none, makes **NEW SUCCESSFUL** the best poultry advertising proposition open to-day.

For rates or other information refer to the text pages of this book or address

Successful Poultry Journal

445 Plymouth Court,

Chicago, Ill.

THE HOME NEWSPAPER FOR RESULTS—

“An Axiom in Advertising”

The Chicago Examiner

Emphasizes This

By each year printing more
Grocery and kindred household adver-
tising than does any other Chicago
Daily Newspaper Morning or Evening.

Circulation attested to by

Audit Bureau of Circulations

DAILY

223,814

SUNDAY

524,922

The Chicago Examiner also prints
more Jewelry Advertising than does
any other Chicago Newspaper.

On Advertising that is keyed. The
Examiner as a rule outpulls the next
two Chicago Newspapers combined.

Eastern Office:

M. D. HUNTON,

220 Fifth Avenue, New York City

Home Office:

E. L. BODE,

Hearst Building, Chicago

The Mail Order Business Prospers in the South

Every National Advertiser who does not include the
South and

The Dixie Home Magazine

In his advertising campaign has not carefully
analyzed his proposition, for he is neglecting
one of the most fertile and responsive fields of
the country.

The South of 1914-15

Is a very prosperous country; our people have a
good surplus of ready cash and the inclination to
spend it for the necessities and luxuries of life.
For our mutual profit and to guarantee closer
business relations ask us to prove our case.

Give us a trial advertisement.

Rates: 25c Agate Line. Classified ads 5c per Word.

Dixie Home Magazine
Birmingham, Ala.

The Practical Farmer

PUBLISHED
CONTINUOUSLY
SINCE 1855

—read by the best farmers
in the best diversified farming
section in the United
States!

60,000 Circulation Guaranteed

EACH ISSUE AFTER SEPTEMBER 15, 1914

**The Only Semi-Monthly Farm
Paper in its Territory.**

Ask the nearest representative:

J. C. BILLINGSLEA
Advertising Building
CHICAGO

A. D. McKINNEY
Third National Bank Bldg.
ST. LOUIS, MO.

A. H. BILLINGSLEA
1 Madison Avenue
NEW YORK



Published Semi-Monthly, 1st and 15th
at Philadelphia

THE SUNDAY POLISH ECHO

The first and only Polish Sunday Newspaper in the United States.

Strictly a Home circulation in Chicago.

Its contributors are the leading men and women of our race.

The character of its contents makes it appeal most strongly to intelligent progressive people.

The Polish people of this class as a rule are thrifty and have the money to buy any advertised commodity.

Whatever copy you may place with us we assure you will be so translated as to convey the import of your advertisement in a plain yet forceful way.

The Sunday Polish Echo has no quarrel with Church, State or Polish organizations or factions.

It is edited from a Polish-American standpoint and at the same time gives the Polish cause in Europe its just dues.

It is Independent in Politics.

That is the kind of a newspaper the 370,000 Poles of Chicago have waited for during the last five years. 12 to 16 pages, never less.

The Stockholders are all up-to-date Polish-American business men and citizens of this, the greatest country in the universe.

Seven columns, 18 ems, 300 lines to the column.

No inside patent. Mats and cuts not over 55 screen.

Not less than 10,000 copies printed and delivered by carriers, news stands and agents throughout the city.

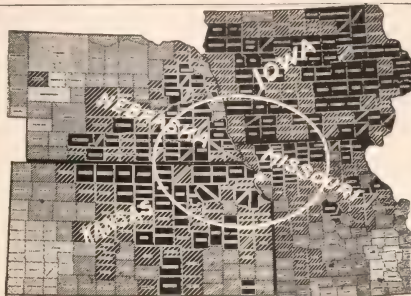
Fake advertisements will not be accepted at any price.

A cleaner sheet was never published anywhere in the world.

Price per single copy, 3 cts.

Now when you make up your next list of Foreign Language Newspapers for advertising purposes please do not omit the First and Only Polish Sunday Newspaper in the United States.

THE SUNDAY POLISH ECHO, 1034 Milwaukee Ave., CHICAGO, ILL.
PHILIP M. KSYCKI, Editing Manager



CIRCULATION CONCENTRATED 75,000 *Guaranteed*

[Oct. 1st, 1914]

We all believe in Concentrated Circulation—Advertiser-Publisher and Advertising Agency—but, which is better, Circulation bounded by imaginative State lines, including good, bad and indifferent, or circulation confined to a picked territory—all good?

?

Practically all of Profitable Farming Circulation is confined to the 4 States shown on the map—three-fourths within the circle.

Government Figures—year after year—prove this territory the Richest, Most Productive, Greatest in spending power of all territory on earth.

Chicago Office
John D. Ross
608 Otis Bldg.

PROFITABLE FARMING

ST. JOSEPH, MISSOURI
St. Louis Office: Geo. W. Purcell, 923 Victoria Bldg.

PROFITABLE FARMING Territory

Is thus definitely
Concentrated—ALL GOOD

New York Office
White. Simonson, Inc.
Tribune Bldg.

The Nautical Gazette

Published Every Wednesday
437 Produce Exchange, New York

Reaches more than one thousand captains and officers of ocean steamers, including the members of the Neptune Association, of which it gives all the news.

Read by all shipbuilders, because it is the only paper giving the record of new vessel work at all the yards.

Read by all leading yacht-owners, naval architects, marine insurance men, etc., all over the country and abroad.

\$2 a year.

J. W. DAWSON STEARNS

Editor and Publisher

Marion Leader-Tribune

Daily Except Monday
(Member A. B. C.)
MARION, IND.

The Great Morning Daily of the Eleventh
Congressional District of Indiana.

GUARANTEES 8,000 CIRCULATION

In addition to the largest Carrier Circulation in the city, it covers the prosperous farming territory of Grant and adjoining counties by means of Rural Free Delivery; 45 carriers departing daily on routes starting from Marion and towns of Grant County; it also enjoys a large distribution through the post offices and by individual carriers in the 22 towns tributary to Marion as a trading center.

RATE CARD ON REQUEST.

The John Budd Company



Representing Newspapers of Known Circulation



Tribune Bldg., Chicago

Burrell Bldg., New York

Chemical Bldg., St. Louis

MEMPHIS COMMERCIAL APPEAL—Guaranteed circulation over 56,000 copies daily and 90,000 copies Sunday. Ninety-five per cent of the reading population of Memphis and Memphis territory read the Commercial Appeal. Ninety-seven per cent of its city circulation is delivered into the homes.

NEW ORLEANS ITEM—Guaranteed circulation over 51,000 copies daily and Sunday. New plant, growing every month; a phenomenal success. Best proposition in New Orleans and no complete success is attained there without using it. Largest circulation—fairest rate—makes the Item pay.

BINGHAMTON PRESS—Guaranteed circulation over 25,000 copies daily. Over double the circulation of its nearest competitor (guaranteed) and is supreme in its field as a result-producing proposition. One of the country's most notable newspapers.

COLUMBIA STATE—Guaranteed circulation over 22,000 daily, 23,000 Sunday. Ranks high in return-producing value. No South Carolina advertising campaign successful and no Southern list complete without it.

SAN ANTONIO EXPRESS—Guaranteed circulation over 21,000 copies daily and 31,000 copies Sunday. Leads all other Texas newspapers in volume of advertising carried, and completely dominates its field. A powerful and influential newspaper.

EL PASO HERALD—Guaranteed circulation over 18,000 copies daily. A magnificent, metropolitan-like newspaper that leads, three to one, in a prosperous, rapidly developing territory of vast trade possibilities.

CHATTANOOGA TIMES—Guaranteed circulation over 22,000 daily and Sunday. Delivered into 11,000 homes in Chattanooga every day—more than double that of the other Chattanooga paper.

EVANSVILLE COURIER—Guaranteed circulation over 18,000 daily and Sunday. Largest circulation by thousands and only Evansville paper that will prove circulation. Absolutely essential to any successful Indiana campaign.

LITTLE ROCK GAZETTE—Guaranteed circulation over 23,000 daily and 35,000 Sunday. Only morning newspaper in the Capital of the State and Arkansas can be covered splendidly by the Gazette. Only Little Rock newspaper proving its circulation. 75 per cent more circulation guaranteed.

SYRACUSE EVENING JOURNAL—Guaranteed circulation over 39,000 daily. Only one-cent paper in Syracuse, and has a larger local (Syracuse and environs) circulation than any other Syracuse paper. Ask your Syracuse connection.

NORFOLK LEDGER-DISPATCH—Guaranteed circulation over 22,000 daily. The only afternoon paper in Norfolk and dominates that splendid field completely. Leads in local, foreign and classified advertising.

NEWPORT NEWS TIMES-HERALD—Guaranteed circulation over 4,000 daily. Best advertising medium in Newport News. Only evening paper in that city.



We offer exact and complete information regarding these publications. We can supply carefully compiled statistics concerning trade and business conditions in the sections they cover and among the people they reach.



SEE PAGE FOLLOWING



We are prepared to render expert assistance in the line of co-operative work leading to the development of your business in their respective sections, in conjunction with publicity in their columns.



BIRMINGHAM LEDGER—Guaranteed circulation over 29,000 daily—more than that of any other Birmingham paper. Recognized generally as the best advertising medium in Alabama. Has taken the lead in Birmingham.

SAVANNAH PRESS—Guaranteed circulation over 11,000 copies daily. To thoroughly cover Savannah The Press must be used, and with its reasonable rate it is not only the cheapest but the best. Ask anybody in Savannah.

RICHMOND EVENING JOURNAL—Guaranteed circulation over 18,000 copies daily. The paper that gets the local business. Gives splendid results at a fair rate. Has forged rapidly to the front. No strings to the Journal. No enemies to punish. No axes to grind.

THE RALEIGH TIMES—"\$5.00 a year and worth it." Guaranteed circulation over 5,000 and double the paid circulation in the city of Raleigh of any other newspaper distributed there.

WEEKLIES

GRIT—Guaranteed circulation over 250,000 copies weekly. Goes into more than 14,000 of the smaller cities, towns and villages of the country. Read by prosperous people, wage earners, tradespeople and farmers. Ask anybody about "Grit"—America's greatest family weekly.

UTICA SATURDAY GLOBE—Guaranteed circulation over 100,000 copies weekly. Beautifully printed and carefully edited to the likes of a purchasing clientele throughout New York, Pennsylvania and New England. To reach the right sort don't omit the Globe.

NATIONAL TRIBUNE—Guaranteed circulation over 150,000 copies weekly. Published at Washington, and a publication of absorbing interest to all Civil, Spanish and Philippine war veterans. One of the best known "pullers" on "keyed" advertisements. Full of copy every issue because it "pulls."

WEEKLY COMMERCIAL APPEAL—Guaranteed circulation over 100,000 copies weekly. Thoroughly covers the most prosperous section of the rich South and Southwest. One of the best known leaders on numbers of "keyed" propositions. Try out the Commercial Appeal's rich territory, on your agricultural copy.

ELMIRA TELEGRAM—Guaranteed circulation over 48,000 copies weekly. Unapproached in a rich field as a medium to cover majority of the territory of Southern New York and Northern and Northeastern Pennsylvania. At the rate a sure result producer.

THE SEMI-WEEKLY SAN ANTONIO EXPRESS—Guaranteed circulation over 19,000 copies each issue. Covers a rich agricultural section whose products run annually into the millions. Also a splendid mail order medium.

NEW ORLEANS ITEM FARMER—Guaranteed circulation over 20,000, circulating in that rich section of Louisiana and Mississippi—the territory with wonderful possibilities for the agricultural and mail order advertisers.

The John Budd Company

Representing Newspapers
of Known Circulation



Tribune Bldg., Chicago

Burrell Bldg., New York

Chemical Bldg., St. Louis



SEE PRECEDING PAGE

The Southern Buck

An Elk Magazine that is as much read by the ladies
as by their relatives who are members of the Order.

AUBREY MURRAY, Editor and Publisher
Room 409 Board of Trade Bldg., New Orleans, La.

LE TEMPS OTTAWA

The largest circulation of all French papers west of Montreal.

The only French paper out of Montreal with the Associated Press service.

Being independent in politics, LE TEMPS gives all the news without any colouring.

During the last six months LE TEMPS was reorganised, a new site was bought and a new rotary press was bought, which make of LE TEMPS the most perfectly equipped French paper out of Montreal.

Guaranteed circulation, 8,000;
Increase since the reorganisation,
1,500.

Published by

The Times Publishing Company,
Limited.

Gazeta Bostonska

The largest Polish Weekly
in New England.

213 Hanover St. Boston, Mass.

Every business man who wishes to reach the millions of Poles in the United States and the 350,000 Poles in New England States will be interested to learn, that our paper, besides being the only Polish weekly in New England, is the largest Polish Catholic paper in the United States, and is read in nearly every Polish home in New England and the whole East, and has a good circulation in the States of New York, Pennsylvania and even Ohio.

For further information refer to the text pages of this book, or address:

POLISH BOSTON GAZETTE CO.,
Inc.

The Indianapolis Ledger

America's Greatest Negro Home Paper

Read By More Than 22,000 of the Progressive Classes Each Week.
The Only Colored Paper Handling the Associated Press Dispatches.

PUBLISHED WEEKLY

HEMLANDET

America's *First* Swedish Newspaper

FIRST in editorial and literary merit.

FIRST in news from the homeland.

FIRST in American news of interest to Swedes.

FIRST in the estimation of the most progressive element
of the Swedish born population in America.

FIRST in point of circulation gains for 1913.

FIRST to eliminate all whiskey, loan shark and objectionable medical advertisements.

FIRST to absolutely guarantee its average net paid circulation for a definite period under a cash rebate plan.

Sample Copy and Rate on Request.

HEMLANDET COMPANY

1643 Transportation Bldg.,

Chicago, Ill.

BUFFALO COURIER

Morning and Sunday

Circulation—Daily 65,000. Sunday 100,000

THE BUFFALO ENQUIRER

Evening

Circulation 65,000

WM. J. CONNERS, Prop.
BUFFALO, N. Y.

CONE, LORENZEN & WOODMAN
Representatives for Advertising

NEW YORK

CHICAGO

DETROIT

KANSAS CITY

CHICAGOER Arbeiter-Zeitung

An Evening Daily

Die Fackel Sunday

Every Wednesday Vorbote
CHICAGO, ILLINOIS

The Chicagoer Arbeiter-Zeitung is one of the most widely circulated German dailies of Chicago. The Sunday issue and the weekly Vorbote also reaching many thousands of readers regularly. These papers are paid for by their readers because of their merits and the standing of all editions has been secured by energetic and constant newspaper enterprise. Advertising rates moderate, and advertisers desiring to reach the important German population should be sure to use these papers.

CHICAGOER
ARBEITER-ZEITUNG PUBLISHING CO.
Publishers
406 N. CLARK ST. CHICAGO, ILL.

THE "AMERICAN"

is the leading and most popular
Bohemian newspaper
in Cleveland and vicinity.

It has a larger circulation than all the
rest Bohemian newspapers in Cleve-
land combined, and its circulation is
growing steadily.

Cleveland Has 75,000 Bohemian
Population.

The Daily "AMERICAN" has been founded
in 1899 and the Sunday "AMERICAN"
in 1905.

The guaranteed circulation of the
"AMERICAN" in 1913 was 10,985 copies
daily.

Will be pleased to mail advertising rates
on application.

THE "AMERICAN" BOHEMIAN DAILY
CLEVELAND, - - - OHIO

SUCCESSFUL FARMING

Circulation
700,000



Guaranteed
Or No Pay

What Is Your Standard?

How Do You Measure the Value of a Farm Paper?

By appearance?

Compare Successful Farming with any farm paper in the country. It looks right.

By value of editorial matter?

Compare it article by article with your choice of other publications.

By value of circulation?

Successful Farming reaches more farmers in its territory than are reached by any other publication of any kind.

By the price per copy?

There are very few if any farm papers in this country that get a higher price per copy from subscribers. Most farm papers get a lower price per copy.

By the farm wealth of its territory?

Two-thirds of all the grain and live

stock in the United States is produced in Successful Farming's territory occupying less than one-third of the land area of the United States.

By the volume of advertising?

Compare the current issue of Successful Farming with the current issue of any other farm paper or magazine.

By quality of advertising?

Successful Farming will not print an advertisement that we cannot absolutely guarantee to our readers.

By returns to advertisers?

Ask any advertiser in Successful Farming why he continues year after year.

If you haven't a copy handy we will honor a request for one.

Get the Successful Habit

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher
DES MOINES, IOWA

New York Office
1 Madison Ave.
A. H. Billingslea

St. Louis Office
Third National Bank Bldg.
A. D. McKinney

Chicago Office
Advertising Bldg.
J. C. Billingslea

A Powerful German List

Germania-Herold
(Morning and Evening)

Sonntags-Post
(Only German Sunday Paper in Chicago)

GERMANIA-HEROLD ASSOCIATION

Weekly Germania
(Mail Order)

Weekly Haus-u. Bauernfreund
(German Farm Journal)

Weekly Deutsche Warte
(Mail Order)

Weekly Die Rundschau
(Mail Order)

Germania Kalendar (Year Book)

GERMANIA PUBLISHING COMPANY

Above well-known papers practically cover the most desirable German territory in the Union. Advertisers who wish to cover Milwaukee, and mail order advertisers who are after the German Trade of the United States, particularly of the great northwest, can do so profitably with this great German list. Sample copies and lowest advertising rates promptly furnished by

THE GERMANIA PUBLISHING CO. MILWAUKEE, WISCONSIN

LOUIS KLEBAHN,
Eastern Representative
Century Building, 1 W. 34th St., New York

HENRY DE CLERQUE,
Chicago Representative
Mallers Building, Madison and Wabash Ave.

If the medium has

Influence Readers' Confidence Buying Power A Fair Rate

You know that only good copy need be inserted to insure the success of your advertising.

The Churchman with 110 years publication behind, has influence upon, and confidence of, readers second to no other periodical. Statistics show that the Episcopal Church, from which it draws its subscribers, is the wealthiest church per capita in the United States.

The rate is 30 cts. a line gross—20 cts. on yearly contract or order for 3,000 lines. There is no "waste" circulation, but we will gladly send you a list of readers in your locality, if you wish to judge for yourself.

For the advertiser with "something better" to sell, there is no better medium.

THE CHURCHMAN

434 Lafayette Street, New York.

The Canton Daily Ledger

"THE PEOPLE'S PAPER"

Leads All In { In advertising
Fulton County: { In bona fide circulation
 { In live news and features

Established in the early sixties as a weekly, its career gained new impetus in 1912 when it became a daily under the heaviest financial backing of any paper in Central Illinois. Within a year its circulation figures jumped to 5,000 and its advertising figures passed by 2,000 inches per month its only competitor. It has now led by a margin of from one to two thousand inches for the past six months, and gains constantly.

The only member of the Associated Press in Fulton County.

The Ledger Helps the Advertiser

NEW YORK,
M. C. Watson, Inc.

CHICAGO,
A. W. Allen.

The Heart of the Corn Belt

is reached direct by the

National Live Stock Reporter

20,000 readers, of which 92 per cent
own their own farms; average land
holdings per subscriber 447 acres each.

National Live Stock Reporter

P. O. Address

National Stock Yards, Ill.

AMERICAN FRUITS PUBLISHING CO., Inc.

123-125 Ellwanger & Barry Bldg., Rochester, N. Y.

PUBLISHERS OF THE LEADERS IN THEIR FIELDS**AMERICAN FRUITS**Commercial Horticulture, Nurseries,
Arboriculture.**\$1.50 a Year**

Advertising \$1.40 an Inch.

Monthly
Flat Rate
Forms Close
on the 22nd.
3 cols. 2½x10**AMERICAN NUT JOURNAL**Nut Growing Interests Throughout the
Americas.**\$1.25 a Year**

Advertising \$1.00 an Inch.

STRICTLY HIGH GRADE ADVERTISING ONLY**These Papers
Bring Business****The Baltimore Sunday American**Average circulation, **11,048****The Baltimore Daily American**Average circulation, **82,322****The Baltimore Star**

(AFTERNOON)

Average circulation, **46,440**

Use these three papers in combination and you need use none other in Maryland. Individually, they are Baltimore's leading advertising mediums, entering the most and the best homes within a prosperous community of wide extent. Their own business is growing—they'll help yours to grow.

**Electricity and Engineering
Magazine**

completely covers the STEAM FIELD, giving the power engineer what he now must know to meet the requirements of every steam plant.

ABREAST OF THE TIMES

is the reason of the largest full-paid subscription in the steam field.

A guaranteed monthly circulation of 20,000, of which 73% are the **BUYERS** in their plants.

Write for detail circulation statement.

**Practical Electricity and Engineering
Publishing Company**

CHICAGO*It Pays To Advertise*

IN THE

Masonic Observer**10,000 MASONS READ IT EVERY WEEK****RATES ON
APPLICATION****701 Masonic Temple, Minneapolis**

The Augusta Chronicle
The Buying Public
(In the Rich Savannah River Valley)
The Foreign Advertiser

*The
Triple
Alliance*

ALL MEET DAILY

and between them there is an "*Entente Cordiale*." The buying public in this fertile field reads and places the utmost confidence in its largest, oldest, most influential newspaper—THE AUGUSTA CHRONICLE—that is why advertisers derive such satisfactory response and, too, why once an advertiser in its columns always in them.

THE CHRONICLE leads in influence, prestige, circulation (of highest class—\$7.00 a year) advertising patronage, local and foreign at a higher rate by from 50% to 300% over nearest competitor.

Augusta and the Rich Savannah River Valley is in excellent shape now—making the time propitious for you, *Mr. Foreign Advertiser*, to cultivate and then to reap a speedy and bountiful harvest.

Circulation is that advertising paying kind—delivered-to-the-home—to white people—advertising responsive—bonefide.

Member Audit Bureau of Circulations.

We lead. Illustration: We are just in our new 10-story steel sky-scraper.

Send on the copy.

The Augusta Chronicle

For any kind of information about Augusta, her territory
and her leading newspaper, address

C. B. Hanson
 Manager Advertising Department
 Augusta, Ga.

THE EVENING JOURNAL, DALLAS, TEXAS

Here are a few FACTS about THE JOURNAL:

The first issue of this paper appeared on April 1, 1914. It had a circulation that broke all Southern records. After nearly five months of steadily increasing popularity with the public, we believe it is going regularly into more homes in Dallas than any other evening newspaper in the city.

We believe it is selling more copies on the streets (by newsboys) than any other evening newspaper in the city. We believe it is going into more cities and towns in the black land belt of North and Central Texas than any other newspaper, morning or afternoon, except THE DALLAS MORNING NEWS.

It is enjoying the most rapid, steady, worth-while growth in the history of Texas newspaperdom. Every paper circulated is PAID for.

THE JOURNAL has succeeded in accomplishing all these things in such short time because:

1. It publishes more clean, reliable, well handled news than any other newspaper in this part of the country.
2. It is absolutely independent editorially and in its handling of news.
3. It gives more features of interest to the MEMBERS OF THE FAMILY—features which cost real money—than any competitor.

4. Because, while being accurate and reliable and thereby winning the confidence of its readers from the very beginning, THE JOURNAL has at the same time found it possible to be entertaining. THE JOURNAL makes you like it and makes you want to read it. It is the kind of newspaper, Mr. Advertiser, you want in your home. If you don't believe this or any other statement in this advertisement, ask us for a sample copy and form your own opinion.

The publishers believe they have an advertising medium which is unexcelled in value because it reaches the people legitimate advertisers desire to reach—and reaches them in the right way and at the right time. Upon request, we will send specimen copies and detailed information of value to all advertisers who desire to reach the people of the Southwest where the crops bring in a half billion dollars every year.

"The Journal sells for a penny—and its the biggest value for one cent you ever saw."

A. H. BELO & COMPANY, Publishers

Also publishers of

THE GALVESTON DAILY NEWS
THE SEMI-WEEKLY FARM NEWS

Eastern Office: 728 Tribune Bldg.
J. D. Lorentz, Mgr.

THE DALLAS MORNING NEWS
THE TEXAS ALMANAC AND INDUSTRIAL GUIDE

Western Office: 927 Marquette Bldg.
W. J. Scott, Mgr.

Appeal to Reason

GIRARD, KANSAS

The big Socialist weekly pays advertisers because it is read by earnest men and women—yes, and after being read, is, in many cases, passed on to others.

For circulation data, advertising rates and facts and figures of interest, refer to the text pages of this book, or address

EUGENE C. HOWE

Advertising Mgr.

8 S. Dearborn St., Chicago, Ill.

NATIONAL Food & Cookery

(The American Gastronom)

*A Philosophical, Educational
and Instructive Illustrated
Monthly Devoted to Art, Culture
and Economy of Living.*

528 Fourteenth Street

Denver, Colorado

Benjamin & Kentnor

NEW YORK

COMPANY

CHICAGO

REPRESENTING LEADING NEWSPAPERS

AUGUSTA, GA., HERALD

Government report
April, 1914,
9,906 copies.

The "Herald" guarantees approximately double the city circulation and by far the largest total circulation of any Augusta newspaper.

SIOUX FALLS, S. D., ARGUS-LEADER

Government report
April, 1914,
9,442 copies.

The only daily in Sioux Falls, the Metropolis, identified with the Audit Bureau of Circulations.

HARRISBURG, PA., STAR-INDEPENDENT

Government report
April, 1914,
16,237 copies.

The best buy for the foreign advertiser in Harrisburg is the Star-Independent because it is the cheapest per inch per thousand of circulation.

YORK, PA., DISPATCH AND DAILY

Government report
April, 1914,
Dispatch, 12,069 copies.
Daily, 6,086 copies.

Dispatch (morning) and Daily (evening) with one rate cover the field absolutely. No other medium necessary. Sixty-five office carriers deliver the regularly paying city subscribers.

CHARLESTON, S. C., NEWS AND COURIER

Government report
April, 1914,
10,683 copies.

The undisputed leader in its field, both daily and Sunday and guarantees double the circulation of any Charleston newspaper. Charleston and surrounding territory can be covered practically completely with the News & Courier alone.

The Oklahoma Farmer-Stockman

Published semi-monthly (10th and 25th), guarantees over 100,000 each issue which is nearly twice that of any other Oklahoma farm paper.

The Oklahoma Farmer-Stockman

carries more advertising each month than any other Oklahoma farm paper which is proof in itself as to the results it must bring its advertisers.

The rate is only 30c. per agate line, which makes it one of the cheapest farm medium buys in the country.

The Oklahoma Farmer-Stockman

is edited by Carl Williams, a practical farmer, and one of the best known farm paper editors in the Southwest. Not one line appears in The Farmer-Stockman but what Mr. Williams knows to be of educational value to its subscribers.

The Oklahoma Farmer-Stockman

now stands supreme in the Southwest, published in one of the most modern plants in the world and assures its advertisers of

Quality—Prestige—Circulation

The Oklahoma Farmer-Stockman

Oklahoma City, Okla.

Representatives.

E. Katz Special Advertising Agency,

Harris Trust Bldg., Chicago, Ill.
15 Madison Sq. North, New York.

Franklin L. Miller, Sharpe Bldg.,
Kansas City, Mo.

C. C. Cates, 1312½ Commerce
Street, Dallas, Texas.

THE BEOBACHTER PUBLISHING COMPANY

39 West Adams St., Chicago, Ill.

Publishers of

ECHO, POST & BEOBACHTER

A weekly newspaper published for all the German societies of Chicago, having a combined membership of over 200,000. The ECHO, POST & BEOBACHTER has been established for 40 years and has been cherished ever since as a favorite family paper by thousands of the best known Germans in Chicago and the surrounding country, and has been accepted officially as the newspaper of the German societies in Chicago.

The ECHO, POST & BEOBACHTER is also a local newspaper for Forest Park, Oak Park, River Forest, Maywood, Melrose Park, Bellwood, Hillside, River Grove, Franklin Park, Mannheim, Kolze, Elmhurst, Lombard, Addison, Bensenville, Lyons, Summit, Niles and Niles Center, in which over fifty per cent of the population are Germans.

Merged into the ECHO are the following newspapers: the Beobachter of Chicago, the Post of Forest Park, das Volksblatt of Joliet, Will County, Illinois, the McHenry Familienfreund of McHenry County, Illinois, and the Concordia of Chicago.

The ECHO, POST & BEOBACHTER has been the official newspaper of DuPage County for over twenty-five years; of Elmhurst for twenty-five years and of Proviso Township for fifteen years.

It is the largest circulated German weekly in Chicago and Cook County.

A. H. WAGONER, General Manager.

THE SAN ANTONIO EXPRESS

San Antonio is the largest city in Texas in point of population. It is the wholesale and jobbing center of a rich, prosperous and rapidly developing district, greater in area than the whole state of Ohio.

San Antonio's manufacturing industries represent an aggregate investment of over fifteen millions of dollars, and they do an annual business of nearly twenty millions of dollars.

The value of the agricultural products in the territory tributary to San Antonio is increasing by millions each year, and the people of the whole section are money makers and liberal spenders for the necessities and many of the luxuries of life.

That fact makes the great newspaper which circulates all over this district, the newspaper of quality, the possessor of confidence and influence and power—THE SAN ANTONIO EXPRESS an almost incomparable publicity medium. Reaching as it does practically every newspaper-reading home in this splendid field of sales-opportunity, believed in, and respected, it affords you an introduction, not only thorough and complete, but favorable and resultful.

During six months ending June 30, 1914, the EXPRESS carried a total of 3,962,168 agate lines of advertising.

Average daily net circulation for 6 mo. 21,638

" Sunday net circulation for 6 mo. 31,202

" Daily and Sunday net circulation

for 6 mo. 23,012

" circulation semi-weekly edition,

per week..... 38,000

The John Budd Company, Advertising Representatives
Burrell Building Tribune Building
New York Chicago
Chemical Building, St. Louis

If You Want To Reach
The Prosperous Swedish Population
of the North Central States
Svenska Amerikanaren
Is The Medium

Over 47,000 Net Paid Weekly Circulation

Member of
The Audit Bureau of Circulations

For Particulars Address Your Agency or

Svenska Amerikanaren

208 N. Fifth Avenue

-

-

Chicago

DIE ZUKUNFT

(THE FUTURE)

The ZUKUNFT is read almost universally by a class of thrifty, progressive Yiddish families residing in this country. Every family has a wage-earner's income. Hence it offers a splendid field for the mail-order advertiser, maker of foods, clothes, home furnishings, etc.

LARGEST YIDDISH MAGAZINE IN THE WORLD

Offers the advertiser a large field of selected circulation. Living conditions and incomes almost uniform. No extremes, hence almost no waste circulation.

Monthly Circulation 80,000

all paid in advance. Most of the subscribers have read the magazine for years.

Rates and other information can be found in the text pages of this book.

THE ZUKUNFT

173-75 EAST BROADWAY

NEW YORK, N. Y.

DO YOU KNOW THE FORT WAYNE JOURNAL-GAZETTE

has a circulation as large as all other Fort Wayne (Ind.) newspapers combined—Daily average circulation for 6 months from January first, 1914,

25,426

That's why any successful advertising campaign in Fort Wayne and Northern Indiana must include the

JOURNAL-GAZETTE

Member Audit Bureau of Circulations

Representatives: John M. Branham Co.
Chicago St. Louis New York

Home and State

Dallas, Texas

Paid Circulation

32,000

The Family Weekly of the Great Southwest.

Devoted to Home LITERATURE and AGRICULTURE.

REACHES EVERY POST OFFICE IN THE STATE OF TEXAS.

Advertising rates furnished upon request.

Address

Home and State
Dallas, Texas

Salt Lake is a Non-Mormon City

Two-Thirds Non-Mormon

One-Third Mormon

To reach the Non-Mormon population of Salt Lake and Utah, you must use the

TRIBUNE

THE ONE GREAT NEWSPAPER of that vast territory between Denver and the Pacific.

It is standard for all that is worth while in daily newspapers. Its attitude in the one-time Mormon stronghold has always been dignified, so that as a newspaper, leading the Gentile element, two-thirds of Salt Lake City's 100,000 population, it commands the respect and confidence of all classes. *Ask the local merchants.*

This important fact should attract and please the advertiser. The columns of the TRIBUNE tell the rest. Look it over. Bright, all the news, perfect typography. These three essentials are the TRIBUNE'S trade mark, and fair-dealing its birthright.

First Six Months 1914,	Circulation	{	Daily, - - - - -	20,236	} Sworn
			Sunday, - - - - -	36,902	
			Semi-Weekly, each issue, 10,000		

Open for investigation of anyone at any time.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Agents Foreign Advertising

Tribune Bldg.
NEW YORK

Third National Bank Bldg.
ST. LOUIS

Tribune Bldg.
CHICAGO



WHAT ABOUT YOUR DISTRIBUTION IN THE SOUTH?

Is Your Business Getting It's Share In This
Land of Prosperity?

There Are a Million Substantial Families in The Southern
States Waiting For Your Proposition.

The best media for reaching these families are the

JACOBS SOUTHERN LISTS

Do you wish proof of this? Do you wish to know how
your goods can be easily sold to these hustling, thriving
people? Do you wish to know why, through a list of
select publications, you can get into close touch
with sixty-one percent. of the substantial
white families in the South?

If so write at once to

JACOBS & CO.

CLINTON, S. C.

The Largest Special

Advertising Agency In The South.



Our new fire-proof home.

SEE FOLLOWING PAGES

REACHING SOUTHERN TRADE

To develop a preference for your goods among the substantial white element, the tax-payers in the South, the people who own the property and regulate and control the business, social and religious life in the South—is not a difficult proposition IF YOU USE THE PROPER MEDIA.

THE SOUTH'S POPULATION IS 83% RURAL.

That is 83% of the population of the South is distributed in the open country and in towns of less than 5,000 population.

THE SOUTHERN PEOPLE ARE INTENSELY RELIGIOUS

because church development reaches its best in small towns and open country where it furnishes to the country and small townspeople entertainment, opportunity for public gatherings, social intercourse, etc., which is not offered through any other avenue to anything like so great a degree, and the South is 83% rural.

Thus in order to reach the substantial white people in the South, completely and most effectively you must reach them through publications that have their circulation in the country and small towns.

The best media of general circulation for reaching these people in a general advertising campaign is the

JACOBS SOUTHERN RELIGIOUS LIST

with a circulation which is read by approximately 61.2% of the entire population of seven million substantial white tax-payers in the South, and wastes no circulation on the negroes and poorer class of whites.

If you wish a quality proposition, here it is.

If your goods are bought by the substantial element of the South, here is your opportunity.

The Jacobs Religious List has a duplication of only 4% and yet covers practically the entire South.

Should you advertise in the Jacobs List you will be given a sworn circulation statement from the editor of each publication as regards the quantity, distribution and quality of the particular publication, and your advertisement will command the confidence of the readers of the publication because they know it goes in with the approval of the editor whom they personally know and in whom they have confidence.

JACOBS RELIGIOUS LIST

Name of Publication	Address	Circulation	Inch Rate
ALABAMA 16,956			
Alabama Baptist	Birmingham	7,583	\$0.76
Alabama Christian Advocate	Birmingham	9,373	.94
ARKANSAS 30,010			
Western Methodist	Little Rock	12,000	1.20
Baptist Advance	Little Rock	6,010	.60
Arkansas Baptist	Little Rock	7,000	.70
The Christian Pilot	Little Rock	5,000	.50
GEORGIA 34,736			
Christian Index	Atlanta	12,567	1.26
Golden Age	Atlanta	11,641	1.16
Wesleyan Christian Advocate	Atlanta	10,528	1.05
FLORIDA 7,863			
Florida Christian Advocate	Lakeland	5,263	.53
Present Truth Messenger	Live Oak	2,600	.26
ILLINOIS 4,688			
Illinois Baptist	Marion	4,688	.47

SEE PRECEDING AND FOLLOWING PAGES

JACOBS RELIGIOUS LIST—Continued

Name of Publication	Address	Circulation	Inch Rate
INDIANA 22,153			
Catholic Columbian Record	Indianapolis	7,400	\$0.74
Indiana Catholic	Indianapolis	12,219	1.22
General Baptist Messenger	Owensville	2,539	.25
KENTUCKY 56,563			
Western Recorder	Louisville	12,000	1.20
Baptist Flag	Fulton	12,563	1.26
Pentecostal Herald	Louisville	*24,000	2.40
Central Methodist Advocate	Lexington	*8,000	.80
LOUISIANA 12,838			
New Orleans Christian Adv.	New Orleans	7,696	.77
Jewish Ledger	New Orleans	5,143	.52
MARYLAND 7,100			
Baltimore Southern Methodist	Baltimore	7,100	.71
MISSISSIPPI 7,641			
Baptist Record	Jackson	7,641	.76
MISSOURI 27,225			
St. Louis Christian Adv.	St. Louis	*11,225	1.12
Church Progress	St. Louis	*7,500	.75
Western and Sunday Watch	St. Louis	8,500	.85
NORTH CAROLINA 67,074			
Watch Tower	Robersonville	3,000	.30
Charity and Children	Thomasville	*16,247	1.63
Raleigh Christian Adv.	Raleigh	8,000	.80
Presbyterian Standard	Charlotte	5,145	.51
N. C. Christian Advocate	Greensboro	7,108	.71
Biblical Recorder	Raleigh	13,725	1.37
Christian Sun	Elon College	2,989	.30
Orph. Friend & Masonic Journal	Oxford	10,860	1.09
OKLAHOMA 3,803			
Baptist Messenger	Oklahoma City	3,803	.38
OHIO 29,600			
Catholic Columbian	Columbus	*15,600	1.56
Christian Leader	Cincinnati	14,000	1.40
SOUTH CAROLINA 13,873			
Associate Reformed Presbyterian	Due West	*2,700	.27
Baptist Courier	Greenville	7,000	.70
Thornwell Messenger	Clinton	*4,173	.42
TENNESSEE 73,763			
Primitive Baptist	Martin	10,145	1.01
Baptist and Reflector	Nashville	6,138	.61
Gospel Advocate	Nashville	14,000	1.40
Cumberland Pres. Banner	Tullahoma	10,250	1.03
Presbyterian Advance	Nashville	9,081	.91
Jewish Spectator	Memphis	17,700	1.77
Methodist Advocate Journal	Athens	3,724	.37
Baptist Builder	Martin	2,725	.27
TEXAS 22,300			
Firm Foundation	Austin	16,000	1.60
Christian Courier	Dallas	6,300	.63
VIRGINIA 24,250			
Religious Herald	Richmond	7,000	.70
Richmond Chr. Advocate	Richmond	*6,500	.65
Presbyterian of the South	Richmond	*10,750	1.08
WEST VIRGINIA 10,125			
Baptist Banner	Parkersburg	5,000	.50
Methodist Laymen's Herald	Sutton	5,125	.51
		472,566	\$47.26
Forms close Monday of week preceding date of issue.			
SEMI-MONTHLY PUBLICATIONS			
NORTH CAROLINA 6,100			
Zion's Landmark	Wilson	4,000	\$0.40
Forms close Monday of week preceding date of issue.			
MONTHLY PUBLICATIONS			
GEORGIA			
Westminster Magazine	Atlanta	*10,000	\$1.00
OHIO			
Choir Leader; Choir Herald	Dayton	*45,000	4.50

SEE PRECEDING AND FOLLOWING PAGES

JACOBS RELIGIOUS LIST—Continued

Name of Publication	Address	Circulation	Inch Rate
SOUTH CAROLINA			
Our Monthly	Clinton	4,173	\$0.42
		59,173	\$5.92

SPACE DISCOUNTS: 10 inches, 5%; 50 inches, 10%; 200 inches, 15%;
500 inches, 20%.

SHOULD YOUR ADVERTISING CAMPAIGN BE A COMPLETE ONE?

It can never be complete until you have used the publications which have a local interest, the country weeklies and the small dailies.

Do you wish to have your ad appear in a publication which commands the greatest local interest? Do you wish your ad to appear alongside the local news which is of more vital interest to the local reader than the news of the entire outside world? If so use the country weeklies and the small dailies.

THE JACOBS SELECT SECULAR LIST

includes the cream of the country weeklies and small dailies in North Carolina, South Carolina and Georgia. It includes only publications whose circulations have been thoroughly investigated and the quantity, distribution and quality of which are given completely in sworn circulation statements.

THE JACOBS SECULAR LIST**DAILY LIST**

Name of Publication	Address	Circulation	Inch Rate
SOUTH CAROLINA			
Daily Piedmont	Greenville	5,000	\$0.30
GEORGIA			
The Banner	Brunswick	1,450	.12
Courier Herald	Dublin	2,000	.18
Total		3,450	\$0.30

SEMI-WEEKLY LIST

GEORGIA			
News Herald	Lawrenceville	1,730	\$0.17
NORTH CAROLINA			
Advance	Elizabeth City	2,500	.25
Highlander	Shelby	4,500	.45
Times	Concord	3,000	.30
Chronicle	Concord	2,000	.20
Journal	Monroe	3,900	.39
Robesonian	Lumberton	3,600	.36
Messenger & Intelligencer	Wadesboro	3,400	.34
State Dispatch	Burlington	2,750	.27
Total		25,650	\$2.56

SOUTH CAROLINA

Intelligencer	Anderson	4,500	.45
Watchman & Southron	Sumter	1,847	.18
Total		6,347	\$0.63

WEEKLY LIST

NORTH CAROLINA			
Record	Goldsboro	1,500	\$0.15
Enquirer	Monroe	4,500	.45
The Union Republican	Winston-Salem	12,000	1.20
Enterprise	Newton	1,800	.18
Eagle	Cherryville	1,500	.15
Progress	Gastonia	1,800	.18
Index	Fayetteville	4,000	.40
Courier	Waynesville	2,200	.22
Progress	Washington	2,000	.20
Times Mercury	Hickory	1,200	.12
Ansonian	Wadesboro	3,500	.35
Home	Marshville	2,000	.20
Post	Rockingham	3,000	.30
News	Jonesboro	2,000	.20
Enterprise	Oxford	2,050	.21

SEE PRECEDING AND FOLLOWING PAGES

THE JACOBS SECULAR LIST—Continued

WEEKLY LIST—Continued

Name of Publication	Address	Circulation	Inch Rate
Montgomerian	Troy	3,000	.30
Bulletin	Asheboro	2,100	.21
Guide	Dunn	3,000	.30
Standard	Tarboro	1,500	.15
News	Burlington	3,000	.30
Times	Thomasville	2,000	.20
Total		59,650	\$5.97

GEORGIA

Journal	Buford	1,110	\$0.11
News	Commerce	1,300	.13
Times	Carrollton	2,550	.26
News	Summerville	1,650	.17
Standard	Cedartown	2,500	.25
Progress	Americus	1,000	.10
Courier-Herald	Dublin	4,600	.46
Progress	Douglas	2,100	.21
Searchlight	Bainbridge	1,750	.17
Total		18,560	\$1.86

SOUTH CAROLINA

Chronicle	Camden	1,950	\$0.20
Eagle	St. George	1,800	.18
Review	Charleston	2,000	.20
Messenger	Hartsville	2,150	.22
Field	Conway	3,200	.32
Guardian	Hampton	3,325	.33
Press and Standard	Walterboro	2,300	.23
Observer	Latta	1,100	.11
Advertiser	Chesterfield	2,000	.20
Herald	Batesburg	2,750	.28
Sentinel Valley News	Aiken	1,500	.15
Enterprise	Lexington	1,600	.16
Commonwealth	Florence	3,000	.30
Total		28,675	\$2.87

SIMS-WEEKLY CO-OPERATIVE LIST
(SOUTH CAROLINA)

Space Sold only on this list as a unit.

Leader and Vindicator	Bishopville	1,056
Progress	Easley	840
Herald	Conway	2,208
People	Barnwell	1,018
Enterprise	Timmons ville	1,320
Chronicle	Edgefield	1,400
Times	Bamberg	984
Gazette	Beaufort	840
Record	St. Matthews	500
Wateree Messenger	Camden	1,056

Total Sims List 11,222 \$1.12

SPACE DISCOUNTS: 10 inches, 5%; 25 inches, 10%; 50 inches, 15%;
100 inches, 20%; 200 inches, 25%; 500 inches, 30%;
1,000 inches, 33 $\frac{1}{3}$ %.IF YOU WISH TO REACH SOUTHERN PEOPLE, ADVERTISE IN PUBLICATIONS
PUBLISHED IN THE SOUTH AND READ BY SOUTHERN PEOPLE.If you desire information about the South consult a Southern
Agency which has had 16 years of advertising experience in the South
and which KNOWS SOUTHERN CONDITIONS.A 1-cent post card will bring you an estimate on any of the pub-
lications in the above lists and if you desire it, information as regards
trade conditions in the South; selling plans, ad writing, designing,
advertising advice and in fact all information necessary in conducting
a successful advertising campaign.**JACOBS AND COMPANY, Clinton, S. C.**

ADVERTISING—DESIGNING—ELECTROTYING—ENGRAVING—PRINTING

(Largest Special Advertising Agency in America.)

SEE PRECEDING PAGES

The Royal Neighbor

Reaches, and is carefully read
by more than 300,000 bona fide
women subscribers throughout
the United States and Canada.

Western Office	E. R. MALONEY	Eastern Office
1211 Hartford Bldg.,	ADVERTISING MANAGER	225 Fifth Ave.,
Chicago, Ill.	ROCK ISLAND, ILL.	New York City, N. Y.

The Illustrated Sunday Magazine

Circulation 1,300,000 Copies Weekly

Every month so far this year, the ILLUSTRATED SUNDAY MAGAZINE has gained in advertising over the same month of the preceding year, and even during the "War" months of August and September, the gain has kept up.

It is the *new* ILLUSTRATED SUNDAY MAGAZINE which has accomplished this. The progress, from an editorial standpoint, as well as from a circulation standpoint, has kept pace with the advertising.

Issued Co-Operatively Each Week as Part of the Sunday Edition of the

Philadelphia Record
Pittsburgh Gazette Times
Minneapolis Tribune
Boston Herald
Rochester Democrat & Chronicle
Detroit Free Press
Memphis Commercial Appeal
Louisville Courier Journal

Milwaukee Sentinel
New Orleans Times-Picayune
Omaha World Herald
Columbus Dispatch
Des Moines Register & Leader
Buffalo Times
Dayton News
Worcester Telegram

Providence Tribune

Lane & Beane

Inc.

Chicago

New York

Boston

Why do Advertisers Keep the **Kvinden og Hjemmet**

SCANDINAVIAN WOMAN AND HOME

(Norwegian-Danish)

With Swedish Edition

Qvinnan Och Hemmet **On Their Lists?**

IT REACHES THRIFTY
Prosperous, Enterprising Norwegian,
Danish and Swedish Homes.

IT HAS THE CONFIDENCE
and Loyalty of its Subscribers.

IT BRINGS RESULTS
that Prove it Invaluable to the Advertiser

The Scandinavians are Good Cash Buyers

Rate only 25 Cents per Agate Line
"LET US MAKE MONEY FOR YOU!"

Kvinden og Hjemmet
CEDAR RAPIDS, IOWA

Chicago Office: 800 Mallers Bldg. New York Office: Room 608, 1 W. 34th St.

*A demand registered at headquarters
by an interested principal—*

*Consumer Influence
that moves the goods—*

*Resultful Advertising
that simplifies the sales problem—*

were purchased by—Advertising Agency when their client's announcement (a national food advertiser) in The Mother's Magazine secured the direct attention of over 575,000 interested mothers throughout the United States, **each one a prospective customer, each one the buying head of the household.**

No doubt the same reasons why, and equally satisfactory results, explains the freedom with which THE MOTHER'S MAGAZINE is used for similar publicity by the other advertising agencies.

After All Is Said and Done, It Is Results That Count.

Full details as to distribution,
circulation methods, etc., on request.

Rate: \$2.50 per line. \$1,000.00 per page.

THE MOTHER'S MAGAZINE "HER Trade Journal"

David C. Cook Publishing Company, Elgin, Illinois

Wesley E. Farmiloe, Advertising Manager

Special Representatives

CHARLES W. YATES, 5204 Metropolitan Tower, NEW YORK
W. J. MACDONALD, 1029 Peoples Gas Building, CHICAGO
SAM. DENNIS, 402 Globe-Democrat Building, SAINT LOUIS

Coshocton Daily Age
and
Coshocton Daily Times
Consolidated March 16, 1914.

In Coshocton, Ohio

THE TIMES-AGE

is recognized as the leading advertising medium and is used by all the big agencies who buy small city newspaper space.

THE TIMES-AGE

prints more advertising and more papers every day, every week and every month than its morning competitor. The TIMES-AGE is read in 85% of the homes of Coshocton and nearby-towns and has a wide circulation on the rural routes. Local dealers recommend THE TIMES-AGE in every instance.

OVER 4,200 NET PAID DAILY CIRCULATION AND GROWING

Only Afternoon Daily Newspaper in its field, a wealthy manufacturing district, demanding an EVENING newspaper. Private wire News Service, three linotypes, fast web press.

Close personal co-operation with foreign advertisers—dealer information given on request. Window Displays and other dealer helps to assure success of campaigns, hardly necessary, but freely secured.

Write for Rate Card, Literature, Etc., to

The Times-Age Company

B. W. COMPTON, Business Manager or
S. G. LINDENSTEIN, Inc.,
118 East 28th Street, New York City

Freie Presse Publishing Company

Publishers of

The Freie Presse

512 So. Main St., Council Bluffs, Ia.

The only German Newspaper in Southwestern Iowa.

Established 1874.

Published every Friday.

PHILIP ANDRES, Editor & M'g'r.

Rates furnished upon Application.

The Freie Presse

circulates in the richest territory of the State of Iowa and reaches the homes of the wealthiest farmers and business men.

The Nebraska Worker

NOT SUBSIDIZED

Established 1910

A Socialist paper which prints class struggle news and views.

Average sworn circulation 1913, 9,708 copies. Advertising rates, 40 cts. an inch, flat.

Enterpriser Publishing Company

Lincoln, - - Nebraska

WICHITA, KANSAS EAGLE

**TRULY REMARKABLE
HOME CIRCULATION**

COVERING the most prosperous territory in the United States. The only paper published in Wichita given a sworn circulation statement guaranteed by the A. A. A.

Population of Wichita, Kansas	55,000
Number of Homes (Estimated)	11,000
Wichita Eagle, City Daily Average Circulation	9,503
Sunday	10,154

P. O. Statement of April 1, 1914, showed

Net Paid Daily Average	32,281
Net Paid Sunday Average	35,262

The Daily and Sunday Eagle carry more advertising than any other Kansas daily newspaper

THE WEEKLY EAGLE

guarantees 50,000 each issue at flat rate of 10c per line. It is producing big results for general mail order and agricultural advertisers. Try it and you will use it again and again.

The S. C. BECKWITH SPECIAL AGENCY

Special Representatives

NEW YORK
Tribune Building

CHICAGO
Tribune Building

The "Amerika"

Established January 12, 1872
CAPITAL, \$146,670

Published by
German Literary Society
Jos. Gummersbach, President

German Daily, Sunday and Semi-Weekly. Independent Democratic General Newspaper

During its existence for over 36 years The Amerika has steadily increased its standing—and is generally recognized as one of the best edited newspapers in the country.

Democratic in politics, it has wielded for years a powerful influence among German Democrats.

It reaches the best class of German residents in St. Louis and surrounding territory.

Aside from its political character (the only German Democratic daily in St. Louis) it is the established and only acknowledged daily organ of the German Catholic population of St. Louis, comprising 23 parishes with over 25,000 families. It is the only daily bringing direct all news pertaining to these, and of their numerous affiliated societies, sodalities, schools, entertainments, etc.

The Amerika is the acknowledged organ of the Deutsch Romish Katholischer Central-Verein (German Catholic Central Union), with 15 branches in St. Louis and also of the Catholic Knights of America, with 16 German branches in St. Louis and other sister organizations.

The semi-weekly edition (Tuesdays and Fridays) follows the same principles and is one of the best known German weeklies in the United States with large circulation in Missouri, Kansas, Nebraska, Iowa, Illinois—in fact has readers in nearly every state in the Union—being considered an authority in matters pertaining to the Catholic church and its many organizations in every city and state. Its editorial management is well known in all German circles, the editorials being of striking originality and comprehensiveness on all questions of the day.

The Amerika thus has a field of readers covered by no other German newspaper in St. Louis—and being a political and religious paper, giving advertisers the double advantage attached to this circumstance.

GERMAN LITERARY SOCIETY, Publishers, Amerika Bldg., 18 S. 6th St., St. Louis, Mo.

The Times - Journal

DUBUQUE, IOWA

The family paper of Dubuque and vicinity.

54 carriers deliver Daily 4300 in the 8000 homes in Dubuque.

7000 Daily on the rural routes and in the small towns within a radius of 50 miles.

This circulation is guaranteed and is verified by the Association of American Advertisers.

To reach the men and boys on the farms, no better medium than

The Progressive

Herman Reel Publishing Co.,
Milwaukee, Wis.

The "Progressive" has a distinct field of its own.

It is devoted to the wool and fur market. It does not displace but rather supplements the average farm journal which usually neglects these.

It is limited in its scope—the selling of products rather than their production.

Consequently it is the most closely read paper which the producer gets.

It reaches nearly all the fur trappers of Wisconsin, Iowa, Minnesota and the Dakotas.

Average circulation, May, 1913, to September, 1914, 19,621.

15 cts. a line net, no discount.

Classified, per word, 2 cts. All Classified advertising—cash with order.

KANSAS CITY WEEKLY POST

An Agricultural and Home Newspaper published
every Tuesday and covering

THE HEART OF AMERICA

NEBRASKA
KANSAS
OKLAHOMA



TEXAS
MISSOURI
ARKANSAS

The Richest Territory in the World.

Total Paid in Advance Circulation Exceeds

110,000

FOR

25 Cents a Line

\$3.50	Per Inch Flat	Full Position 25% Extra	WANTADS 3 Cents a Word
---------------	------------------	----------------------------	---------------------------

PUBLISHED EVERY TUESDAY

FORMS CLOSE PRECEDING SAT.

8 columns, 13 ems wide, 10 to 14 pages, 280 lines to column.

You Can't afford *Not* to Use This Paper

THE KANSAS CITY WEEKLY POST.

POST BUILDING

KANSAS CITY, MO.

Publishers' Representatives

CONE, LORENZEN & WOODMAN

Brunswick Building, New York

Advertisers' Building, Chicago

Free Press Building, Detroit, Mich.

The Western Standard

INDEPENDENT WHOLESOME OPTIMISTIC
THE GREATEST WEEKLY NEWSPAPER IN WESTERN CANADA

CIRCULATION

Is Distributed as Follows:

Alberta—Calgary	-	-	-	4,239
“ —Edmonton	-	-	-	1,937
“ —Balance Province	-	-	-	2,773
British Columbia	-	-	-	3,736
Saskatchewan	-	-	-	1,381
Miscellaneous	-	-	-	3,934
Total	-	-	-	18,000

Publication Offices:

The Press Publishing Co., Ltd.

Press Building, 109 Sixth Ave., Calgary, Alberta

Foreign Representatives:

Pullen, Bryant & Fredricks Co.

New York

Chicago

Boston

Home and Farm

Louisville, Kentucky

THE SOUTH'S PROSPERITY

GREAT prosperity prevails in the farm homes of Kentucky and the South, due to immense crops of cotton, corn, tobacco, etc. From this territory comes all of the cotton, more than one-fourth of the corn and five-sixths of the tobacco raised in the United States. The one best medium to use in reaching this great and growing section, extending from Kentucky to Texas is HOME AND FARM.

For advertising rates, circulation, etc., refer to the text pages of this book, or address

HOME AND FARM

LOUISVILLE,

-

-

KENTUCKY

The Medical Herald

Incorporating the

Kansas City Medical Index-Lancet

Under the Editorial Management of

Drs. Chas. Wood Fassett and S. Grover Burnett

Publishes the Proceedings of

Medical Society of the Missouri Valley

Kansas City Academy of Medicine

Medical Association of the Southwest

Buchanan County Medical Society



For circulation, rates, or other information, refer to the text pages of this book or address

The Medical Herald

New Cloud Bldg.,
KANSAS CITY, MO.

Cor. Sixth and Charles Sts.,
ST. JOSEPH, MO.

PRE-EMINENTLY A PAPER FOR THE DOMESTIC CIRCLE.

The Brooklyn Citizen

THE GREAT DEMOCRATIC NEWSPAPER OF BROOKLYN.

90 per cent of the circulation of The Brooklyn Citizen goes directly into the homes of thrifty and well conditioned people.

It is not a newspaper that is merely read in the street cars and then thrown away.
Daily, 1c. Sunday, 3c.

THE BROOKLYN CITIZEN, Brooklyn, N. Y.

Revista Católica

Is and has been for 39 years a treasure of information, recreation and education for the Spanish speaking people.

The paper that goes into pretty nearly every Spanish speaking home in New Mexico, Arizona, Colorado, California and Texas.

For rates or other information consult the text pages of this book or address

Revista Católica

LAS VEGAS, NEW MEXICO

The Youngstown Vindicator

Daily (Evg.) Sunday Semi-Weekly

LEADING NEWSPAPER IN NORTH-EASTERN OHIO

AVERAGE SWORN DAILY
CIRCULATION, 18,000
SUNDAY, 15,000

A progressive paper in an up-to-date city—conducted on business principles. Rates for advertising, copies of the papers and any further information in regard thereto may be had at the home office or of

LA COSTE AND MAXWELL

Special Newspaper Representatives

NEW YORK
Monolith Building 45 West 34th St.

CHICAGO
Marquette Building

L'Abeille de la Nouvelle-Orléans

(THE NEW ORLEANS BEE)

The Only French Daily Newspaper in the Southern States
and the Oldest Daily Newspaper in the United States

323 Charters Street - - - New Orleans, La.

THE INLAND FARMER

LOUISVILLE, KY.

The Foremost Farm Paper of the South Central States.

Offers a rich field and a responsive audience to advertisers. For over three years past the "Inland Farmer" has carried more and better advertising than any farm paper in this section. Its increase in circulation has been greater than that of any farm paper in this field.

Here's Our Territory in a Nutshell:



Farm Products in Above Ten South Central States.

LIVE STOCK value is \$800,000,000, or one-seventh of the total raised in U. S. (Kentucky the leading state in the group).

DAIRY CATTLE, value about \$100,000,000, nearly one-seventh of total in U. S. (Kentucky stands first in group).

MULES, value \$253,000,000, or over half the total value of mules in America.

CORN CROP of \$320,000,000, nearly one-fifth of U. S. corn production (Kentucky leading state in the group).

TOBACCO crop exceeds \$77,000,000, or three-fourths of total crop of America—largest tobacco section in the world (Kentucky leading state in group).

POULTRY, value of fowls alone exceeds \$25,000,000, or one-sixth of the total value of fowls in U. S. (Kentucky the leading state in group).

POTATOES, crop \$19,000,000, about one-ninth of total value of U. S. (Kentucky second state in group).

SWEET POTATOES, crop value \$25,000,000, over three-fourths of the total American crop.

Immense Trucking and Fruit Growing Interests. Finest Horses and Jacks in the world. There are more registered Jersey Cattle in Kentucky than in any other state in the union.

A THREE BILLION DOLLAR CROP SECTION.

Circulation Over 125,000 Copies Each Issue.

Published Semi-monthly—Dating 1st and 15th each month.

JOURNAL of AGRICULTURE STAR FARMER

For Missouri, Southern Illinois and the Great Southwest

Just follow the editorial columns of the Journal of Agriculture for a few issues and you will see why it has such a strong hold on its readers. If you're not getting it now let us send it for a few weeks.

Edited by a practical farmer the Journal of Agriculture *does not* shoot over the heads of its readers. Every issue carries the "go" that gets under the skin. You need this kind of a publication for this territory.

Charter Members Audit Bureau of Circulations
JOURNAL OF AGRICULTURE, 716 Lucas Ave., St. Louis, Mo.

Advertising Representatives

JOHN M. BRANHAM CO.

Chicago, Mallery Building

New York, Brunswick Building

ESTABLISHED 1910

THE CANDLESTICK MAGAZINE

JASPER TUCKER DARLING, Editor

Devoted to PATRIOTISM, HISTORY, NATURE and THE HOME

A good business getter in the small towns and sells well on news stands.
Send for Standard Rate Card and place your order with your agent.

Issued Monthly. Circulation 100,000; will be 150,000 before Jan. 1, 1915

Rate 50c an agate line flat

SIZES—Page, 4 columns, $9\frac{1}{2} \times 13\frac{1}{4}$ inches. Length of columns, 186 agate lines.
Width of columns, $13\frac{1}{2}$ ems pica.

SPECIAL SERVICE—Cover pages, colors and other special service by contract.

DATES—Mailed 25th of each month. Forms close 25 days earlier. Proofs may be had by sending copy one week in advance.

COPY—Subject to our approval. **CUTS**—Always send original halftones.

THE CANDLESTICK PUBLISHING CO.

A. R. BIRCHARD, Advertising Manager

GEORGE W. MASON, Western Advertising Manager

MAIN OFFICE, KELSEY BUILDING, SPRINGFIELD, MASS.

CHICAGO

NEW YORK

PROVIDENCE

BOSTON

The Kansas City Star

Continues to Grow

	Evening and Sunday	Morning
August, 1913, (Average net paid circulation)	177,878	174,066
August, 1914, " " " "	202,615	196,422

The Weekly Kansas City Star

August, 1913, (Average net paid circulation)	291,155
August, 1914, " " " "	325,986

The National Farmer and Stock Grower

Is a Monthly High-Class Farm and Stock Raiser's Paper Issued in St. Louis

It is the Neatest

Most Instructive

Most Comprehensive

*The Guaranteed
Circulation is*

125,000

Copies Each Edition

Most Readable

Most Entertaining

Most Popular of all

P. H. HALE, Editor and Mgr., 3550 to 3560 Vista Ave.
ST. LOUIS, MO.

Do Women Buy Your Goods?

If they don't, they influence the men that buy from you. The suffrage movement should mean something to you. Women's votes and women's wants have assumed a new importance.

THE LADIES' REVIEW will put your proposition before 180,000 women at a minimum cost.

ADVERTISING RATES:

Per agate line	\$.60
Per page (700 lines)	350.00
Per half-page (350 lines) . .	190.00
Per quarter-page (175 lines)	100.00

Forms close on the 12th of the preceding month.

JOSEPH P. SHEILS
30 N. Dearborn St.
Chicago, Ill.

To reach the people of North Louisiana, East Texas and Southern Arkansas you must place your business in the

Shreveport Times

Published Daily, Sunday and Semi-weekly

The only paper that covers the Rich Oil Fields, Natural Gas Section and the Agricultural Territory of the Great Red River Valley. Where the people have money to spend.

PRESENT CIRCULATION, DAILY, 12,500;
SUNDAY, 18,500; SEMI-WEEKLY, 9,500.

Shreveport, Louisiana,
Population - 40,000

JOHN M. BRANHAM CO.
Representatives
CHICAGO - NEW YORK - ST. LOUIS

THE ARGUS

ALBANY, N. Y.



**Newsy, Clean
and Reliable**



**Read by the
Best People**

One Advertisement inserted one time in The St. Louis Times recently brought 2,552 written replies.

A recent Children's Contest in The St. Louis Times brought 7,000 written replies.

The St. Louis Times

The Home Newspaper of St. Louis

PAUL BLOCK, INC.

MANAGERS FOREIGN ADVERTISING

CHICAGO

NEW YORK

BOSTON

The Circle AND Success Magazine

**Guaranteed Service
100% for Every Dollar**

Half a cent per line for each thousand
**PROVEN PAID SUBSCRIPTION
CIRCULATION.** No other kind of
circulation included in amount billed.

**DETAILED SWORN STATE-
MENT** showing distribution of paid sub-
scriptions by States.

The Thwing Company
143-145 W. 45th Street
New York City, N. Y.

DAILY ABEND PRESSE

Every Afternoon except Sunday

The only German evening paper in Cincinnati

We guarantee the Abend-Presse to have a larger
circulation than all other Cincinnati German papers
combined.

DAILY FREIE PRESSE

Published Every Morning

SONNTAGSBLATT DER FREIE PRESSE

Published every Sunday. 36 to 88 pages or
more, with comic supplement in colors.

In nearly every German home in Cincinnati and
within a circle of 100 miles these papers are read.

Circulation, advertising rates, etc., given else-
where in this book.

The Cincinnati Freie Presse Company
905 Vine Street, Cincinnati, Ohio

Eastern Representative
ROBERT TOMES

116 Nassau Street, New York City.



OUR MOTTO
BLIND AS A BAT TO EVERYTHING BUT RIGHT.

STATE AND FOREIGN CLASSIFICATION OF CIRCULATION

Alabama	5,818	New Mexico	1,348
Alaska	172	New York	1,540
Arizona	976	North Carolina	1,696
Arkansas	9,074	North Dakota	3,098
California	4,908	Ohio	13,990
Canal Zone	56	Oklahoma	23,220
Colorado	2,962	Oregon	3,178
Connecticut	216	Philippine I.	6
Cuba	10	Pennsylvania	15,614
Delaware	48	Rhode Island	132
D. C.	26	South Carolina	3,604
Florida	7,200	South Dakota	1,268
Georgia	4,326	Tennessee	2,384
Idaho	1,896	Texas	18,884
Illinois	8,938	Utah	454
Indiana	9,564	Vermont	124
Iowa	4,770	Virginia	1,320
Kansas	5,582	Washington	4,396
Kentucky	3,994	West Virginia	5,224
Louisiana	7,760	Wisconsin	972
Maine	388	Wyoming	474
Maryland	644	St. Louis City	1,046
Massachusetts	424	Canada	586
Michigan	5,332	Mexico	12
Minnesota	4,278	Foreign	92
Mississippi	3,876	Advertisers & Agents	978
Missouri	12,794	Exchanges	730
Montana	1,740	Scattering	814
Nebraska	2,522		218,770
Nevada	380		
New Hampshire	158	News Dealers	12,238
New Jersey	514	Total	231,008

85% of this circulation is in the R. F. D. routes and small towns.

For further information regarding character of circulation, advertising rates, etc., please address nearest advertising office:

NATIONAL RIP SAW

411 OLIVE STREET

ST. LOUIS, MO.

Chicago Office:
Harry R. Fisher,
30 N. Dearborn St.,
Chicago, Ill.

New York Office:
S. M. Goldberg,
Brunswick Bldg.,
New York City

South-Western Office:
Oscar Davies,
Gumbel Bldg.,
Kansas City, Mo.

MODERN METHODS

A MONTHLY MAGAZINE FOR BUSINESS MEN

- ☞ 50,000 Strictly High Class Business Circulation.
- ☞ 50% More Advertising in 1914 Than 1913.
- ☞ Eleven Years Old.
- ☞ Published Monthly at Detroit, Michigan, by
Modern Methods Publishing Company.

The Derrick Publishing Co.

Oil City, Pa.

PUBLISHERS

The Oil City Derrick

Daily Except Sunday
Circulation—April 1st, 5753.

The Semi-Weekly Derrick

Tuesdays and Fridays
Circulation 8,000.

ATLANTIC CITY, N. J.

The Largest Circulation in the
World's Greatest

ALL-THE-YEAR RESORT

is the enviable and undisputed record
of the

Atlantic City Daily Press and The Evening Union

They are read daily by thousands of
visitors in addition to reaching a
permanent population of over
50,000.

Atlantic City and surrounding ter-
ritory can be covered completely by
their exclusive use.

The shrewdest advertisers who keep
the closest records of results are
their constant patrons.

Advertising rates upon request.

The Only Newspaper
with a
2,000,000 Horse Power Circulation
is the
Wool and Cotton Reporter

According to the United States Census textile manufacturing generates and consumes one-sixth of the total horse power generated and consumed for manufacturing purposes in the United States.

25,000,000 tons of coal are burned in its 7,000 factories annually exclusive of its immense water powers and hydro-electric plants.

Just think of the field this offers for manufacturers of power plant equipment and supplies, belting, coal handling machinery, prepared roofings and other industrial accessories.

Write for further information.

FRANK P. BENNETT & CO., Inc.
PUBLISHERS

530 ATLANTIC AVE.,

BOSTON, MASS.

Complete Electrotyping Service For Advertising Campaigns

FOR OVER forty-five years we have handled orders for some of the largest Agencies, National Advertisers and publishers, as well as innumerable Printers, from coast to coast. This experience has developed the highest efficiency in every branch of our foundry. *We have a very skilled force* of experienced mechanics, equipped with every modern facility for turning out quickly Electrotyyes, Nickeltypes and Stereotypes used for Advertising Displays, Catalogues or commercial needs. Address,

Chas. A. Drach Electrotpe Company
325-327-329 Locust Street,



ST. LOUIS, MO.

Independent Farmer

LINCOLN, NEBRASKA.

30,000 guaranteed

Ninety per cent in Nebraska.

Prosperous farmers, live stock breeders, dairymen and ranchmen pay cash in advance for

Independent Farmer

and welcome it to their homes weekly.

JOHN M. BRANHAM
Publishers' Representative
Chicago St. Louis, New York

ONE enterprising, wide-awake newspaper covers thoroughly the city of Joplin and the entire Joplin mining district.

The JOPLIN GLOBE has a larger circulation in Joplin and in the Joplin district than any other newspaper. Local and foreign advertisers recognize this fact and favor the GLOBE with their patronage. The GLOBE carries more advertising—local, classified and foreign—by a wide margin, than any other Joplin newspaper. The net paid daily circulation exceeds 15,000 copies.

JOPLIN GLOBE PUBLISHING CO.

Representatives:

The E. Katz Special Advertising Agency
15 East 26th St. Harris Trust Bldg.
New York Chicago

Monthly Tidings

OMAHA, NEBRASKA

THE OFFICIAL PAPER OF THE

WOODMAN CIRCLE

has grown from 11,200 subscribers in 1901 to 152,380 subscribers in September, 1914. Steady and sure is our motto. All subscribers are adult women living in the central western states. They are thrifty, careful, intelligent housewives, making an ideal class to reach.

For detailed information regarding circulation by states or any other matters of interest to advertisers, address

HARRY R. FISHER,

MGR. ADV.

30 North Dearborn Street,

CHICAGO, ILL.

***Circulation Guaranteed Exceeds 150,000.
Pulls Like 200,000. Rate only 60c per line.***

The Big City of Western Canada Vancouver, B. C.

Population 150,000

The Big Newspaper The World

Circulation 32,114

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Largest Circulation, Lowest Rate

The People's paper—reaching the homes of the people more thoroughly than any other paper, having the largest NET PAID CIRCULATION of any paper in British Columbia.

The World is supreme in the territory in which it circulates, reaching the homes of the people who buy. More and better results have been obtained by the most conservative buyers of space through publicity in the columns of this publication than through any other medium published in Western Canada.

The World carries more classified advertising than any other paper published in B. C., which should prove even to the most skeptical its excellent qualities as an advertising medium, the reason for this supremacy being that its advertising columns have proven more profitable to patrons than those of its contemporaries.

Daily Average Circulation for April, May and June, 1914.

CITY PAID

Carriers	14,170
Newsdealers	981
Street Sales	2,080
Counter Sales	18

TOTAL PAID CITY..... 17,249

SUBURBAN PAID

Carriers	2,474
Agents and Newsdealers.....	2,866
Mail Sub.	44

TOTAL PAID SUB. 5,384

COUNTRY PAID

Newsdealers	708
Mail Sub.	7,879

TOTAL PAID COUNTRY..... 8,587

UNPAID

Employes, Correspondents and Service....	499
Office use, Files, etc.	88
Adv. and Adv. Agts. Exch. & Compl'y...	261
Samples	46

TOTAL UNPAID 894

TOTAL DISTRIBUTION..... 32,114

3,000 line contracts, 4 cts. per line, less than $\frac{1}{8}$ of a cent per line per thousand.

KNILL-CHAMBERLAIN, Inc.

U. S. Representatives

Chicago, 1028 Peoples Gas Bldg.

New York, 171 Madison Ave.

Advertising Experts are agreed that the best advertising mediums are those publications which cater to certain well-defined wants or serious needs on the part of the public.

PHYSICAL CULTURE

is the leader among this class of magazines. Its object is to supply health and strength-giving information to those who need it. As such, it attains a place in the hearts of its readers which no other class or character of publication can ever approach. It has their confidence and wields an influence with them which is a wonderful asset to the advertiser.

PHYSICAL CULTURE

is the premier advertising medium for

Health Foods
Vibrators

Health Clothing
Massage Machines

Natural Curative Methods
Physical Culture Schools
Physical Culture Apparatus

Books on Health

Books on Diet

Books on Sex Subjects and mail-order
propositions of all descriptions

Advertising Rates

1 page.....	\$160.00
$\frac{1}{2}$ page.....	80.00
$\frac{1}{4}$ page.....	40.00
Less than quarter page—\$1.00 per line	

Physical Culture Publishing Co.

O. J. ELDER, Adv. Mgr., 9015 Metropolitan Building, New York City

Western Office:

Peoples Gas Building, Chicago, Ill., W. J. MACDONALD, Mgr.

**Advertisers should pay for results only,
not circulation. What is the good of circulation
if it does not bring results?**

Every copy of

THE POLICE GAZETTE

is paid for in advance, hence the paper is sure to be read
carefully.

A man thinks more of something he pays for, especially when
it costs him ten cents, than when he gets it for nothing.

SEE PAGE 222, OR ADDRESS

RICHARD K. FOX PUBLISHING CO.
FRANKLIN SQUARE NEW YORK, N. Y.

Advertise In Canada

With the Daily and Sunday World the advertiser gets a total combined
circulation of more than

138,000

and a combined City of Toronto circulation of more than

96,000

A combination contract for 10,000 lines covering both papers gives
a rate of less than

**9 Cents per Line per
100,000 Circulation**

For particulars, rate card, sample copies, etc., address

The World Newspaper Co., Limited
Toronto, Canada

or

Harry R. Fisher, Boyce Building, Chicago

HOME FRIEND MAGAZINE

A Womans' Magazine Adapted
to the Average American Home

500,000 \$2⁰⁰ A
LINE

A Clean, Vitalized, Responsive
Circulation That Has A Wonder-
fully Consistent Year Around
Pulling Power. It Will Pay You.

UNITED PUBLISHING COMPANY
FRIEND BUILDING, KANSAS CITY, MO.

Chicago Office
R. B. LEFFINGWELL
1000 Boyce Bldg.

New York Office
J. W. WILDMAN
919 Brunswick Bldg.

Men ARE Responsive To Advertising—Provided

the appeal is made to them in a man's way!

To sell to men use a man's paper. Every reader a prospect.
No waste circulation.

The magazine which treats of a man's hobby is the one in which he is vitally interested and has his confidence. This confidence extends to the advertising pages and makes them pull.

Popular Electricity and Modern Mechanics

is a recent consolidation of three of the strongest men's publications. It reaches an army of intelligent, active men who are doing things and buying things. It chronicles the latest developments of their hobby. It constitutes a new market for men.

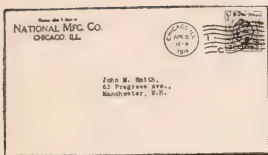
We have made a careful and comprehensive analysis of this market and should be glad to send you the figures. They will enable you to survey this market before entering it and show you ways of making your advertising more efficient.

Write for your set of figures NOW.

Popular Electricity and Modern Mechanics

32 UNION SQUARE

NEW YORK

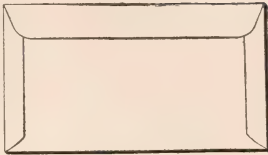


FRONT VIEW AS LETTER, IS SENT

1ST Like any ordinary commercial envelope, this short outer flap seals message for outgoing trip.

2ND While the addressed return flap is protected within pocket and does not interfere with regular contents.

Sectional View
of Short
FLAP SEALED TO BACK



BACK VIEW AS LETTER, IS SENT

One Envelope with Two Flaps

One Flap For Sending
One Flap For Returning

Round Trip Envelopes Cut Your Costs In Half

ONE ROUND TRIP ENVELOPE EQUALS TWO SEPARATE ENVELOPES BY CARRYING BOTH MESSAGE AND ANSWER

50% ECONOMY in envelopes, printing, inserting second envelope, addressing, etc. **EFFICIENCY 100%**

SINCE the beginning of Envelope history man has used envelopes with only one sealing flap.

To carry a message and bring back an answer has always required TWO complete envelopes.

The Round Trip Envelope now upsets this accepted custom by giving each envelope TWO FLAPS, compelling the ONE envelope to do the work of TWO. It also does what no two separate envelopes can ever do, as you shall presently see.

The patent office records in Europe and America describe our invention as "An envelope with a single pocket and sealing flaps on either side." Please read again and fix clearly in your mind as this is all there is to our whole story.

Ridiculously simple, is it not? And to think this was not done ages ago. But it wasn't and even the name "Round Trip Envelope" had to be coined by this Company for the purpose.

Note here the simple illustrations of surface and sectional views of this ONE Envelope performing the work of TWO thru just one extra flap—above, as it goes to a customer, and below, as it again returns. Safely and surely, with identification and Postal records complete.

So much for what this two-flap envelope IS.

What it DOES is the agreeable surprise to organized business, with possibilities beyond all comprehension in one reading.

If you had a man in your office who daily destroyed your correspondence records, how long would it take you to stop such a costly leak?

For any business using the mails, Envelopes carrying records equally as valuable where orders and remittances are to be returned or receipted for, but the problem was to preserve these records while out of your possession.

The solution comes to you in Round Trip Envelopes, because customers all like them for making business transactions easier. From the point of SAFETY the benefit is mutual.

Be Wise and Capitalize the Waste Products of the Commercial Wastebasket

Round Trip Envelopes are primarily designed to utilize the waste products from the business wastebasket because the spent Envelopes carrying the first message possess the only complete, accurate post office record showing dates and hours of mailing and receipt by both parties together with identity of the original addressee. Mail customers unconsciously preserve and return you this valuable record because you make it easy and pleasant to do so.

Just ask any large mail order, or publishing house how much unidentified mail and remittances reach them. The answer we can assure you will be astounding.

Write for Samples

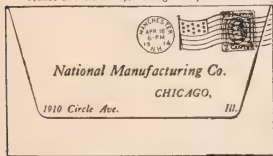
You might mention a quantity and let us quote a price.

Round Trip Envelope Co.

NEW YORK CITY — KANSAS CITY, MO.
337 W. 38th ST. 1594 GRAND AVE.

FRONT OF ENVELOPE WITH RETURN ADDRESS

Printed on Return Flap, Insuring Receipt of Answer



FRONT VIEW OF SAME ENVELOPE AS RETURNED

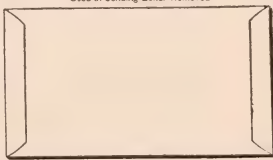
3RD The short flap, having been secured in regular opening of message, is now spent and of no further service.

4TH But with inner addressed flap withdrawn, the most inexperienced recognizes a new return envelope on first sight and are glad to use it.

Inner View of Return
Flap Sealed Over Front

SAME ENVELOPE AS ABOVE WITH SHORT FLAP

Used in Sending Letter Removed



BACK VIEW OF SAME ENVELOPE AS RETURNED

Don't Neglect the Jewish Field
 Over Two Million Jews in the United States
JEWISH DAILY FORWARD
 NEW YORK, N. Y.

Circulation Daily average 158,492 net paid
 Guaranteed by the Association of American Advertisers

EL PASO (TEXAS)
Morning Times

Full Associated Press Service, augmented by 400 special correspondents throughout the Southwest.

NET CIRCULATION, AUGUST, 1914
 18,021 Daily. 24,400 Sunday alone.

ADVERTISING PATRONAGE, AUG. 1914

Times . . . 38,897 inches
Herald . . . 23,014 inches
Lead of Times 15,883 inches

Reversing conditions of a year ago. Buy the Times for your El Paso publicity! It possesses better productive power! Cost is reasonable—results almost certain.

The S. C. Beckwith Special Agency
 Sole Representatives
 NEW YORK ST. LOUIS CHICAGO

THE NEW YORK
Deutsches Journal

America's Greatest German Newspaper

The Deutsches (German) Journal has the largest net paid Daily and Sunday circulation of any German newspaper in America.

The German Journal's *net paid* circulation, as per statement made under oath to the United States Government, is recorded in the text pages of this book. A fac-simile of this statement will be mailed to any advertiser upon request.

The Brooklyn Daily Times
The Home Newspaper of Brooklyn and Long Island

For sixty-seven years The Times has made a specialty of Brooklyn and Long Island news.

Advertisers cover this territory completely by using The Times.

Sworn Daily Circulation 38,142, Net Paid

"In Union There is Strength"

The Medical Fortnightly == and == The Laboratory News

have been consolidated. And this magazine is now
appearing in an enlarged and improved form.

This journal continues to be, as it has been for more than twenty-three years, a scientific exponent of general medicine, incorporating with this the subjects of pathology, bacteriology, serology and biology as they concern the special and general practitioner.

This important feature of the *Medical Fortnightly* will be under the editorial management of Dr. R. B. H. Gradwohl, who has so ably conducted *The Laboratory News*.

This consolidation is of much value to both readers and advertising patrons, adding, as it does, editorial strength, a widened scope and augmented circulation.

In its new form the *Medical Fortnightly and Laboratory News* appeals especially to all advertisers who desire to reach those who are engaged in the practice of surgery, laboratory work and general medicine.

All Communications in reference to advertising rates, etc., should be addressed to

The Fortnightly Press Co.

714-717 Century Building

THOS. A. HOPKINS, A. M., M. D.,
Managing Editor

ST. LOUIS, MO., U. S. A.

Business is *good*—with the Brooklyn STANDARD UNION. The “N. Y. Evening Post” official measurements show that in New York City only five newspapers carried more business during the first six months of 1914 than they did the first six months of 1913.

Only five went ahead.

Twelve went back.

The STANDARD UNION is one of the five.

It is the only Brooklyn newspaper of the five.

Foreign and Local

ADVERTISING

Each Increased in
1913 over 1912
Ten Per Cent in
the

Westliche Post

(Best German Daily)

And in the

Mississippi Blaetter

(Best German Sunday Newspaper)

PUBLISHED AT

St. Louis, Mo.

General Advertiser!

The Germans have cut a big figure in the populating and upbuilding of America. There are over twelve million of them in this country. They are thinkers and workers, a home-loving, home-making people. That is why they have cut so big a figure in America. Nearly everybody who speaks the German language in, around or about Philadelphia reads

The Morgan Gazette

The Sunday Sonntags Gazette

The Evening Demokrat or

The Staats Gazette (Weekly)

For rates or other information consult the text portion of this book or address.

German Daily Gazette Pub. Co.
Philadelphia, Pa.

THE GENTLEWOMAN

TWO MILLION

CIRCULATION

Guaranteed and Positively Proven

\$7.40 per agate line.

A publication that meets the wants and desires of the women of the smaller cities, towns and farms.

A Real and Exclusively Small Town and Rural Circulation

This large circulation is the result of the consolidation of The Magazine of Mysteries and The Rural Home with THE GENTLEWOMAN, August, 1914. The combining of these publications was a plan in view, and worked toward, over a period of two years, with the object of finally offering advertisers the largest REAL small town and rural circulation in the country.

THE GENTLEWOMAN

Two Million Circulation

Published by the W. J. Thompson Co., Inc., New York City.

Write nearest office for information.

THE KENNEDY-HUTTON COMPANY

ADVERTISING MANAGERS

7084-86 Metropolitan Bldg.
New York, N. Y.

1004-5 Marquette Bldg.
Chicago, Ill.

NEW IDEAS

PHILADELPHIA, PA.

Established 1895

ISSUED MONTHLY

150,000 CIRCULATION GUARANTEED

Rate, 60 cents per agate line

Average Monthly Circulation for 1914, 164,985 copies.

For Mail Orders, Agents or General Publicity advertising NEW
-IDEAS will bring excellent results.

Based on Rate and Circulation, no *Stronger* or *Better Mail Order*
Medium is published.

SAMPLE COPY SENT ON REQUEST

NEW IDEAS PUBLISHING CO.

233 S. FIFTH STREET

PHILADELPHIA, PA.

HOME CIRCULATION

The Kind that Counts

The SEATTLE SUN'S carrier circulation is the **largest** in Seattle.

Out of over 42,000 total net paid circulation, over twenty thousand is paid for and delivered into the **homes** in Seattle by **carrier** and over 38,000 is within a purchasing radius of Seattle.

The SUN publishes more **news** than any of its competitors.

The SUN is **clean** and **wholesome**. It does not publish any Beer, Whiskey nor fake medical advertising.

Seattle **cannot** be covered without the SUN.

Eastern Representatives

Putnam & Randall,
171 Madison Ave.,
New York, N. Y.

Western Representatives

Knill-Chamberlain, Inc.,
1028 Peoples Gas Bldg.,
Chicago, Ill.

The New York Morning Telegraph

The World's Greatest Sporting And Amusement Publication

The MORNING TELEGRAPH is published
every morning of the year.

It is New York's only Five Cent Daily,
And is now in the 78th year of continuous publication.

It covers everything in Theatricals, Musical, Vaudeville,
Burlesque, Motion Pictures, and Financial Circles.

It is the last word in authority on

All High Class Sports

Such as—Automobiling, Aeronautics, Motor Boating, Base Ball, Yachting,
Golfing, Tennis, Boxing and the Turf.

An exclusive clientele who have a greater earning capacity than
the readers of any other Daily published.

For circulation data, advertising rates or other information, refer
to the text pages of this book or address,

C. F. Seidell,

General Manager of Advertising
1493 Broadway, New York, N. Y.

Walter R. Early,

Representative Western Office
110 South Dearborn St., Chicago, Ill.

Put A Drive Wheel On Your Advertising

Make it a *power* machine. That's what we do by lending our prestige to back your campaign for distribution and dealer-co-operation. Read, for instance, what Armour & Co. say:

"Out of 286 papers used, your paper led in gaining distribution and dealer co-operation."

That's the talk that counts—that's putting the *power* to your printed word.

We will help *you* in this territory. Only afternoon paper in Chattanooga—leads the field—member Audit Bureau Circulation.

The Chattanooga News Chattanooga, Tennessee

JOHN M. BRANHAM CO.

Publisher's Representative

New York Chicago St. Louis
Brunswick Bldg. Malters Bldg. Chemical Bldg.

L'INDIPENDENTE

**CORRIERE DEL CANADA
PATRIA ITALIANA**

The leading Italian newspaper of the
Dominion of Canada.

Published Saturday, having a bona-
fide paid in advance circulation of

9,000

Refer to the text pages of this book for
advertising rates and other information
or address

Louise Nobile

Publisher

1832 Chateaubriand Ave.
Montreal, Quebec Canada

American Sunday (Monthly) Magazine

ISSUED WITH THE

NEW YORK AMERICAN

BOSTON AMERICAN

CHICAGO EXAMINER

SAN FRANCISCO EXAMINER

HEARST'S ATLANTA AMERICAN

LOS ANGELES EXAMINER

Has the greatest magazine circulation in the country, most favorably distributed, at the lowest rate per line per thousand of any publication of national dimension.

We believe that an army of 2,252,474 desirable prospects is better than a corporal's squad of "opulent" readers, and the results to the advertiser have and do prove this to be true. Furthermore, we will show where these 2,252,474 prospects are located and in what communities. We will match our carrying capacity with your distribution of merchandise, and if the majority of our circulation does not go where you are doing and want to do business, we will so advise you.

Send for Booklet of "Facts"

Eastern Office

220 Fifth Ave., New York City, N. Y.

Western Office

908 Hearst Bldg., Chicago, Ill.

Three Mediums That Always Pay Out

The Kansas City Weekly Journal

"It Pulls Like a Missouri Mule"

Guaranteed Circulation over 250,000 Each Issue

The Weekly Journal is an exception in its class—an agricultural paper containing live telegraphic and local news of general interest.

Profit to advertisers in the Weekly Journal is so certain and consistent that this medium is successfully used, regardless of what technical farm papers may be patronized in its territory.

Detailed circulation statement showing distribution, furnished upon request. Flat rate 50c per line.

The Missouri and Kansas Farmer

Guaranteed Circulation over 100,000 Each Issue

A High-Grade, Semi-Monthly Agricultural publication which has achieved success because it has given marked value to its readers. The majority of its circulation is in Kansas, Missouri and adjoining territory.

By making its advertising value high and the rate low (30c per line) the Missouri and Kansas Farmer stands out as a leader in the southwest in the quality of inquiries and low cost of sales it promotes.

Those who demand competent returns and appreciate high ideals will find a store of satisfaction in using the Missouri and Kansas Farmer. Advertising rate 30c per line—\$200 per page.

The Kansas City Daily and Sunday Journal

Guaranteed Circulation in excess of 75,000 Every Day in the Week

An ideal medium for reaching that element in Kansas City and suburban towns which is always able to buy. A Progressive newspaper—strong editorially—wielding a strong influence among its clientele. The best buying people in Kansas City and the southwest. Flat rate, 10c per line, except alcoholic liquors—12c per line.

The S. C. Beckwith Special Agency

Sole Representatives of Foreign Advertising

**Tribune Bldg.
Chicago**

**3rd National Bank Bldg.
St. Louis**

**Tribune Bldg.
New York**

NATIONAL MONTHLY AND LITERARY MAGAZINE

(COMBINATION)

Circulation Over 300,000 Copies Each Month
Rate \$1 per Agate Line

NATIONAL MONTHLY CO.
BUFFALO, N. Y.
Publishers

JAMES W. REILLY, 193 Main St., Buffalo, N. Y.
Advertising Manager

Western Representative
PIONEER SPECIAL AGENCY
Boyce Bldg., Chicago, Ill.

The Middleton Daily News-Signal

**Largest Circulation of any Paper
Published in Butler County.**

MEMBERS SELECT LIST OF
OHIO DAILY NEWSPAPERS.

Sworn Circulation, 4,080.

Circulation Books and Records
open to all the Advertisers.

Published by

**The Middleton News
Printing Company**
Middleton, Ohio

The Maritime Farmer

The recognized agricultural
paper of Eastern Canada and
official organ of all leading
Farm Organizations and of
Women's Institutes.

**CIRCULATION 11,000 COPIES
AND GROWING**

We cheerfully furnish adver-
tisers with information concern-
ing our territory.

The Maritime Farmer
Sussex, New Brunswick, Canada

Large manufacturers who analyze facts carefully and accurately have been first to see the power of *The Associated Sunday Magazines*. They have grasped and used the value of:

The influence of a high class Sunday Magazine in 1,400,000 plus homes each week.

The developed buying power in the most prosperous zones in America. The metropolitan territory where the Associated's force is concentrated.

A big, powerful circulation focused on the spot where dealers' advertising forms a perfect tie-up.

The fact that the advertiser can have the message delivered to the right people right in their home at a cost that is unusually low.

The more carefully you study *The Associated Sunday Magazines* and its field the more thoroughly do you comprehend its bigness and its advertising power. Write for the book that gives you the facts.

The Associated Sunday Magazines

issued every week co-operatively and simultaneously by and as a part of the Sunday editions of

Chicago Herald	Boston Post	Buffalo Courier
Philadelphia Press	Washington Star	Detroit Tribune
Pittsburgh Post	Minneapolis Journal	Baltimore Sun
New York Tribune	Rocky Mountain News	Cleveland Leader
Cincinnati Commercial Tribune		

Walter P. Wheeler, Advertising Manager
1 Madison Avenue, New York

Guy C. Pierce, Western Advertising Manager
Herald Building, Chicago

THE HOUSTON CHRONICLE

is the HOME NEWSPAPER of HOUSTON, South Texas and West Texas. It has the LARGEST SWORN CIRCULATION and is the BEST ADVERTISING MEDIUM in this magnificent field.

37,000 COPIES DAILY

47,000 COPIES SUNDAY

Western Representatives:
JOHN M. BRANHAM COMPANY
918 Mallers Building
Chicago, Ill.

JOHN E. McCOMB, Jr.
Manager Foreign Advertising

Eastern Representatives:
LaCOSTE & MAXWELL
Monolith Building
New York City, N. Y.

TEXAS CHRISTIAN ADVOCATE

—gateway to the homes and hearts of over quarter-million Methodists in Texas.

Eighty per cent of entire circulation goes to home-owning mail order buying farmers.

If your proposition has merit the *Texas Christian Advocate* is dependable.

If it has no merit, we don't want it.

You can cover Texas best if you use it.

Address for Rates and Sample Copy

BLAYLOCK PUB. CO.
DALLAS, TEXAS

The Times-Union

ALBANY, NEW YORK

Circulation exceeding 44,000.
Population 100,253.

The Times-Union is read every evening in

99 Per Cent

of the homes in Albany. You can reach the homes in this community and save 60 per cent of the money you appropriated for advertising by using

The Times-Union

Exclusively

For advertising rates or other information refer to the text pages of this book, or address

The Times-Union
MARIN H. GLYNN
Editor and Publisher
ALBANY, N. Y.

TRENTON, N. J.

Important Industrially for its World-Famous Pottery, Cable,
Rubber and Linoleum

TIMES

EVENING AND SUNDAY

The Home Paper of 150,000

Lincoln Freie Presse

Bona Fide
Paid Circulation.

All subscriptions to the Lincoln Freie Presse are paid in advance. No names are entered on our list until the subscription price has been paid a year in advance. At expiration, unless renewed, they are promptly discontinued. Our list is all wheat and

Of Real Value
To The Advertiser.

The Great German Weekly

Everywhere there are Germans, and everywhere you will find the Lincoln Freie Presse. Our biggest circulation is in the prosperous agricultural states of the Middle West: Iowa, Wisconsin, Minnesota, Nebraska, Texas, Illinois, Kansas, etc., ranking in the order named. In these states we go to nearly every post-office and cover the rural settlements thoroughly. Our circulation during the last twelve months has averaged

131,428

No special preparation is needed to communicate with our Germans. We translate your advertisements, mortise your electros, retaining the illustration, and re-set the reading matter free of charge. No special German printed matter is required. Our Germans can read and write English sufficiently for business purposes.

Flat Rate 35 Cents per Line

based on a circulation of 125,000. Write for our map showing the circulation in each state.

LINCOLN FREIE PRESSE, Lincoln, Nebraska.

FARM NEWS

Facts for Advertisers

We believe the editorial policy of FARM NEWS gets the paper as close to its readers as that of any other agricultural journal.

We try to make each issue of unusual interest to the reader. We devise something or some means of attracting and holding his attention—making it worth while for him to read and to respond.

For the leading topics each month we draw from the best agricultural writers of the country—acknowledged authorities on their particular subjects.

In the June number, Lester J. Meredith tells the farmers how to put up their hay crop, in plain, terse English, and this article alone is worth many times the subscription price to any reader of FARM NEWS. Perhaps you do not know that most farmers ruin their hay by burning it up in the curing process.

A publication whose circulation is constantly on the increase always makes the best advertising medium.

Our circulation of 400,000 copies is guaranteed or no pay. Our own canvassing agents produce most of this circulation by personal solicitation, bringing the merits of FARM NEWS to the subscriber at the very beginning. These solicitors work in the territory assigned to them—on both renewals and new subscriptions. This plan places circulation in the states most desired—Ohio, Indiana, Illinois, Wisconsin, Michigan, Missouri, Iowa and Kansas.

FARM NEWS is gaining just fast enough to always give advertisers a good, generous amount of excess circulation. This, together with its editorial policy, is making FARM NEWS pay advertisers in a most satisfactory manner.

FARM NEWS is one of the best buys right now in the whole field. It deserves a place pretty close to the top of the list, and the wise advertising space-buyer who keeps up to the minute in the progress and growth of agricultural publications will use FARM NEWS.

The rate is low and the circulation is good and big. Every advertiser is accorded a position next to reading matter.

Put FARM NEWS on your list this year.

Simmons Publishing Company
Springfield, Ohio

New York Office
225 Fifth Ave.
Wm. H. Hogg, Mgr.

St. Louis Office
Third National Bank Bldg.
A. D. McKinney, Mgr.

Chicago Office
1259 Peoples Gas Bldg.
T. W. Farrell, Mgr.

ESTABLISHED 1880



F. B. WARNER CO. (Inc.), Publishers, 96 Chambers St., New York City

Rates based on a Circulation of 250,000 Guaranteed Copies each issue

Display, per agate line (4 lines minimum)....	\$ 1.00
One-quarter page, 194 lines, 87½c.....	169.75
One-half page, 388 lines, 83½c.....	323.33
One page, 776 lines, 75c.....	582.00
Reading notices, per agate line.....	1.25
(7 line minimum)	

These rates are subject to change without notice.

THE ILLUSTRATED COMPANION is the one publication among the class known as "Mail Order Papers" which carries from month to month a very large proportion of the best of National Mail Order Advertising.

It Is A Safe Place To Put Your Own Advertisement

This is especially true when your commodity is such as appeals to the families and homes in the smaller towns of the country, who are close students of mail order bargains, and advertisements.

No one publication has a more enviable reputation for producing returns at small cost, either for **tryout** copy or for standard goods. Wonderful improvements have been made during the past year, both in literary matter, illustrations and character of advertising admitted. An examination of late issues will prove instructive.

Forms close promptly on the 17th of the month preceding date of issue, and all copies are mailed previous to the sixth of month of issue.

Orders from advertisers direct must be accompanied with a check or money order to cover cost of insertion, less 5 per cent for advance payment.

Address all correspondence to

THE ILLUSTRATED COMPANION

J. FRANK HACKSTAFF, Advertising Mgr.,

96 Chambers Street, New York City

W. E. HERMAN, 30 North Dearborn Street, Chicago

NORTHWEST WASHINGTON

**Skagit, San Juan and Whatcom Counties
Population, 85,000**

Can be reached ONLY by the use of the

***Bellingham, Washington
American-Reveille
Herald***

Anacortes, pop. 6,000; Mount Vernon, pop. 4,500; Burlington, pop. 4,000; Blaine, pop. 2,500; Sumas, pop. 2,500 and Lynden, pop. 2,500 have no daily paper. People in these cities are reached by the Bellingham papers an hour after they are published.

Bellingham is an exceptionally good field as the average family income is way above most cities.

KNILL - CHAMBERLAIN, Inc.

1028 Peoples Gas Bldg.

CHICAGO

VERREE & CONKLIN

Brunswick Bldg.

NEW YORK

The United Sunday Newspaper Magazines

Over 2,100,000 Sunday Magazine Sections Each Week

NEW HANDY SIZE

SUNDAY WORLD MAGAZINE

Distributed Weekly with the New York Sunday World

AND THE

St. Louis Post-Dispatch Magazine

Boston Globe Magazine

Philadelphia Inquirer Magazine

Chicago Herald Magazine

Pittsburg Press Magazine

Indianapolis Star Magazine

San Francisco Chronicle Magazine

Seattle Post-Intelligencer Magazine

Milwaukee Free Press Magazine

Des Moines Register and Leader Magazine

New Orleans States Magazine

Shreveport, La., Times Magazine

ADVERTISING RATES FOR GROUP PER LINE (agate) . . \$3.75

A special proposition for color advertising will be offered on request.

Many advertisers have obtained from this Newspaper Combination the best results ever known.

No advertisement taken for less than five (5) lines.

No allowance for imperfect printing of key numbers.

The omission of any advertisement from any Magazine does not invalidate order, but entitles advertiser to his insertion later in the Magazine omitting.

Copy required 16 days in advance of publication.

Color Page Copy required **six weeks** in advance.

The United Sunday Newspaper Magazines

902 World Building

'Phone, Beekman, 4000

'Phone, Beekman, 5462

New York

Chicago Office:
1108 BOYCE BLDG.

Boston Office:
412 PENN MUTUAL BLDG.

Kansas City Office:
306 GUMBEL BLDG.

St. Louis Office: Room 502, New Bank of Commerce Bldg.

The Seattle Times

SEATTLE, WASHINGTON

Circulation of Times for
August, 1914.

Net Daily Average

78,724

IN SEATTLE
AND SUBURBS **48,000**

Net Sunday Average

92,092

IN SEATTLE
AND SUBURBS **54,000**

¶ If you advertise in The Times you reach the largest number of readers possessed by any newspaper in the Pacific Northwest. ¶ The Times has 300,000 readers every evening of the week, and 420,000 every Sunday, and you can reach these hundreds of thousands of readers at a lower cost for each one thousand copies than in any other Seattle newspaper—a vital point for your consideration in making contracts. ¶ U. S. Census, 1910, credits Seattle with population of 241,000. ¶ Only a few newspapers in America exceed advertising space carried by The Times. We published 835,464 agate lines in the month of August, 1914, more space than P. I. and Star combined. ¶ The Times has not offered a circulation "scheme," or prize, or discount in years. ¶ The Times has the Gold Marks (⊙ ⊙), which are the symbols of quality, and the "Star" (★), which is the symbol of guaranteed circulation.

TIMES PRINTING CO. of SEATTLE

Home Office, The Times Bldg., Cor. 2nd and Union Streets, Seattle, Washington. Eastern Offices, The S. C. Beckwith Special Agency, New York — Tribune Building — Chicago

The Wilkes-Barre Record

Has more "HOME READERS" than all other Wilkes-Barre papers combined, which means, practically, that there are but few families in Wilkes-Barre who do not read the RECORD.

Circulation data, advertising rates or other information can be found in the text pages of this book, or it will be furnished without bias by

The Wilkes-Barre Record Company

Wilkes-Barre, Pennsylvania

BENJAMIN & KENTNOR COMPANY

Managers of Foreign Advertising

New York, 225 Fifth Ave.

Chicago, Peoples Gas Bldg.

BASEBALL MAGAZINE

CIRCULATION

400,000 (*PRIMARY*
AND
SECONDARY)
ALL MEN

Cost 56c per Line

F. S. Kelly Co., Chicago
Western Representatives

BASEBALL MAGAZINE CO.
PUBLISHERS
NEW YORK

When You Buy Magazine Space—

Buy it in that publication whose editorial and circulation building policies are entirely in harmony, when both branches of effort are aimed at the same class of people—those who may be interested in what you have to say and to sell.

With its 100,000 circulation, CURRENT OPINION enjoys very intimate relations with, and the very high regard of, a clientele abundantly worth while to all advertisers seeking the acquaintance of people of pecuniary means, intelligence and progressive ideas.

CURRENT OPINION

(Formerly Current Literature)

C. E. COMBS
Eastern Advertising Manager
134 W. 29th Street
New York City

J. H. CATTELL
Western Advertising Manager
1704 Tower Building
Chicago, Ill.

The Musical Observer

**A Musical Monthly for Pianists
and Players of Stringed Instruments**

**AMERICA'S BEST ADVERTISING MEDIUM FOR
MUSIC AND MUSICAL INSTRUMENTS**

Owing to its literary style and educational value, the "Musical Observer" has built up a splendid subscription list which is growing enormously. Before the end of the year, we anticipate to print and mail at least 30,000 copies a month.

This is the only musical monthly published in magazine form, and, as an advertising medium, offers the best facilities to manufacturers of pianos, players and other articles that would strongly appeal to women readers of refinement and culture.

The "Musical Observer" is an unusually prolific producer of results, and is a magazine of proven advertising value.

For advertising rates and other information refer to the text pages of this book, or address

Geo. H. Hilbert, Mgr.

Musical Observer Co.

Cooper Square

New York

Decorah Posten

og Hed Arnen

DECORAH, IOWA

The POSTEN reaches the homes of more than 40,000 Norwegians in the Northwest—chiefly farmers and a larger percentage of Scandinavians in this country are farmers than any other nationality. Every subscription being paid in advance. No Samples. No Extras. No Boom Editions.

The census shows that 80 per cent of the Scandinavian farmers own their farms—67.2 per cent of the white Americans do. Samuel G. Iverson, state auditor, says that two-thirds of the farm property of Minnesota is owned by Scandinavians. Figuring these farms at five to ten thousand dollars each, you will readily see that the Norwegian is the man with the money bag,—the man that "high cost of living" doesn't bother.

There are no Norwegian agricultural papers or magazines of general circulation in the United States and we have records to show that you cannot reach the Norwegians by using English publications.

The Norwegian is noted for thrift and prosperity, and there are fewer illiterates among the Norwegians than any other nationality.

There are 2,500,000 Scandinavians in the United States. 40 per cent. of the population of Minnesota, for instance, is Scandinavian.

Consider these facts carefully at your convenience, and we believe you will agree with us that the DECORAH-POSTEN has merits as an advertising medium, which are, perhaps, not shared by any other publication.

For rates or other information, see page 92.

Messrs. Nelson Chesman & Co.,
Publicity Building, St. Louis, Mo.
Gentlemen:—

N. Y., Sept. 3rd, 1914.

The circulation of the ROCHESTER DEMOCRAT & CHRONICLE during August was over 73,000 net per day. This was regular legitimate circulation without war extras.

With more than double the circulation of any other Rochester paper the DEMOCRAT & CHRONICLE covers Rochester and vicinity like a blanket. Comparisons are unnecessary. Very respectfully yours,

PAUL BLOCK

Chicago

New York

Boston



THE SMART SET

A MAGAZINE OF
CLEVERNESS

¶ "It's Prime Purpose is to Provide
Lively Entertainment for Minds That
are not Primitive."

¶ People of culture, refinement and
intelligence buy The Smart Set and pay
25c for it. The very fact of their
purchase and appreciation proves their
classification to be "quality" circulation.

¶ The continuation of both purchase
and appreciation proves the prestige
Smart Set wields with its readers.

THE SMART SET

A MAGAZINE OF
CLEVERNESS



An Illustrated Monthly Magazine Devoted Exclusively to Artistic Bungalow Homes.

There never before was a publication built as "right" for the advertising of building materials and equipments for homes as BUNGALOW MAGAZINE.

Many magazines have a larger circulation, but not one with a circulation concentrated among the class of people that purchase these materials and build homes.

EVERY reader is an excellent prospect for this class of advertiser.

Circulation figures, advertising rates and other data can be found in the text pages of this book, or will be furnished by

THE BUNGALOW PUBLISHING CO., Inc.

660 Empire Building

Seattle, Washington

Nelson Chesman & Co.,
St. Louis, Mo.

New York, Sept. 2nd, 1914.

Gentlemen:—

The SYRACUSE POST-STANDARD, publishing only regular Editions, (no War extras) had a *net paid* average Daily circulation of 59,142 copies for the month of August.

This is 30% more than is claimed by one Syracuse newspaper, and 52% more than claimed by the other paper.

In Syracuse it is the POST-STANDARD. Very respectfully, yours,
PAUL BLOCK

Chicago

New York

Boston



THE MAIL ORDER ASSOCIATION

Circulation Over **2,100,000** Copies Each Sunday

New York World
 St. Louis Post-Dispatch
 Boston Globe
 Philadelphia Inquirer
 Pittsburg Press
 Cleveland Plain Dealer
 Detroit News-Tribune

Chicago Herald
 Seattle Post Intelligencer
 Milwaukee Free Press
 Omaha Bee
 Des Moines Register and Leader
 New Orleans States

ADVERTISING RATES, PER LINE (AGATE) \$2.50

Many Advertisers have obtained from this newspaper combination the best RESULTS ever known.

No advertisement taken for less than five lines.

No allowance for the imperfect printing of key numbers.

The omission of any Ad. from any newspaper doesn't invalidate order, but entitles advertiser to his insertion later in newspaper omitting.

The Mail Order Association

902 World Building, Park Row

Phone Beekman 5462
 Phone Beekman 4000

New York

Chicago Office
 55 W. Monroe St.
 St. Louis Office
 402 Frisco Building
 Pittsburg Office
 Pittsburg Press
 Des Moines Office
 Register and Leader
 Office
 Cleveland Office
 Plain Dealer Office

Boston Office
 Globe Office
 Kansas City Office
 306 Gumbel Bldg.
 Seattle Office
 4th Ave. & Union St.
 Detroit Office
 65 Shelby St.

Philadelphia Office
 1109 Market St.
 New Orleans Office
 406 Camp Street
 Denver Office
 1735 Champa St.
 Omaha Office
 17th & Farnam Sts.

Milwaukee Office
 N. W. cor. Broadway and Wisconsin St.

TROY BUDGET

The Great
National Weekly

Its establishment, June 20th, 1797. It has been read in some Families in 3 centuries, 18th, 19th and 20th.

TROY BUDGET

The Great
National Weekly

Its standing and influence. It is a Home paper. It is sold on the streets in every town, hamlet and city within a hundred miles of Troy.

TROY BUDGET

The Great
National Weekly

There is not a state in the Union in which it does not go by mail. Its features command readers wherever it goes.

TROY BUDGET

The Great
National Weekly

It produces results as a mail order advertising medium. It makes you think of the Budget whenever you think of Troy. TRY IT.

Canadian Motor Boat

THE NATIONAL MAGAZINE OF
MOTOR BOATING.

Best advertising medium for manufacturers and dealers in Motor Boats, Marine Gasoline Engines, Parts and Accessories.

COVERS CANADA

Circulates in all Maritime Countries of the World.

Advertising rates on application.

CANADIAN MOTOR BOAT, Ltd.

60-62 Adelaide East, Toronto, Canada

ADAM F. PENTON,
President and Treasurer

R. A. ANDERSON,
Publisher and Manager

Fortune Knocks But Once

The Spoken Word,
The Sped Arrow,
Neglected Opportunities—

COME NOT BACK.

Are you, Mr. Advertiser, covering Texas? With its wealth of Possibilities, Unlimited Resources, Vast Area, Splendid Citizenship.

The TEXAS PYTHIAN BANNER-KNIGHT covers a scope reaching from Brownsville to Texline—1,120 miles and from Texarkana to El Paso, pretty nearly 1,000 miles—among a class able to buy your products and pay for them. Would you mind to try us?

Texas Pythian Banner-Knight
Temple, Texas

The **FAMILY** **SPRINGFIELD, OHIO**

A monthly magazine with nation-wide influence in the homes of the plain people living in small towns and rural communities.

Broad enough to appeal to the entire family from grandmother to the youngest member.

Practical enough to be of real help in solving the more serious problems of country-home and village life.

And with enough high-class fiction to make it the most entertaining twenty-five cent magazine published.

**GUARANTEED
CIRCULATION 600,000 MONTHLY**

Advertising Rates:

\$2 an Agate line; Full Page, (420 lines), \$840

For further information refer to page 265
or address

THE SIMMONS PUBLISHING CO.
SPRINGFIELD, OHIO

Over \$75,000,000 Paid To

READERS OF THE

Daily Live Stock Reporter

annually on the Fort Worth Market. Are
you reaching the Stockmen and Farmers
of the Southwest with your Advertising?

North Fort Worth Sunday News

(and Southwestern Farmer and Breeder)

Circulation of 17,000 weekly.

*Covers the Farm and Stock Farm Field
of the Great Southwest.*

The Reporter Publishing Co.

FORT WORTH - - - TEXAS

SEND FOR THE BOOKLET OF THE
TOLEDO WEEKLY BLADE

It is a mine of valuable information. It shows the exact distribution of

**THE TOLEDO WEEKLY BLADE
CIRCULATION**

Nothing is left to guess work.

It shows the number of postoffices (with the name of each) in every state, through which the WEEKLY BLADE circulates.

It gives the exact number of copies in each different town, village and hamlet.

You can tell exactly where the BLADE goes.

**REMEMBER: The circulation of
the WEEKLY BLADE is**

232,528

The class of Americans who have had the most money to spend as a class in the last few years are farmers. The WEEKLY BLADE goes to more than 232,000 people in small towns and rural districts.

There are thousands of prosperous homes in America which can never be open to you without the WEEKLY BLADE.

Name a town more than one year old in the United States where you think the BLADE is not taken. We have subscribers there and can show you.

You buy advertising in the WEEKLY BLADE at a fixed and certain rate per thousand, for its subscriptions are all paid in advance—not some, but ALL.

Paul Block, Inc.
MANAGERS OF ADVERTISING
NEW YORK

Chicago

Boston

THE DAILY AND WEEKLY
TIMES-HERALD
 WACO, TEXAS

AVERAGE CIRCULATION
 Daily, 6,000 Sunday, 7,000 Weekly, 4,000

Only Waco paper that permits its circulation records to be examined by the Association of American Advertisers.

The population of Waco is 32,000 and the average number of TIMES-HERALDS sold each day during 1912 in the city was approximately 4,200, or an average of one paper to every seven persons, which means, practically, that there are but few families in Waco who do not see the TIMES-HERALD every day.

The above facts show the value of the TIMES-HERALD as an advertising medium, and particularly those advertisers that do not care to use but one newspaper in the city cannot afford to be without it.

The field covered by the Daily and Weekly is distinctively a field in which the readers are buyers in the stores of Waco, as the city is sufficiently far away from any large city to keep the surrounding towns, on account of its railway connections with the entire county.

The TIMES-HERALD takes the only full Wire News Report in Central Texas.

THE S. C. BECKWITH SPECIAL AGENCY

Sole Agents Foreign Advertising

NEW YORK
 Tribune Bldg.

ST. LOUIS
 3rd National Bank Bldg.

CHICAGO
 Tribune Bldg.

THE MONEY BELT OF THE SOUTH

Where fruit, grain and live stock as well as cotton are the money crops—that's what you reach, 60,000 strong at \$3.50 an inch, in the Southern Farm Journal.

Circulation restricted to Tennessee, North Carolina, lower parts of Kentucky and Virginia, upper parts of Mississippi, Alabama and Georgia—where the interests are common, where the editor can talk to his readers of their specific conditions.

Reach a good section, at a small rate in a paper that is *believed* in.

Southern Farm Journal
 Chattanooga, Tennessee

JOHN M. BRANHAM CO., Publisher's Representatives

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 Mallery Bldg.

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Increase Your Business

Advertise your goods before a special class of people who make money—fruit-growers—farmers—are the one class of people who are modern in every particular.

The Southern Fruit Grower

Established more than 18 years ago, is read by a select class of fruit growers. Advertising rate, \$2.10 per inch; subscription price, 50 cts. per year.

Sample copies gladly sent free to sincere inquirers.

**The Southern Fruit Grower,
Chattanooga, Tenn.**

**ROBERT S. WALKER,
Managing Editor.**

Here are 4 Salesmen

who visit 2,000,000 homes every month
and will bring in orders for YOU.

<i>American Woman</i>	-	500,000
<i>Good Stories</i>	} Vickery & Hill List	1,500,000
<i>Happy Hours</i>		
<i>Hearth & Home</i>		

Four live vigorous, popular salesmen, going into the smaller towns and country districts, among millions of people who can be directly influenced to buy your merchandise.

Your advertising in the hands of these four salesmen will have the attention of the millions who have the most money with which to buy.

Hundreds of advertisers have made millions in profits through the work of these four salesmen.

Why not you?

Write today for complete information concerning any or all of the above papers.

THE VICKERY & HILL PUBLISHING CO.

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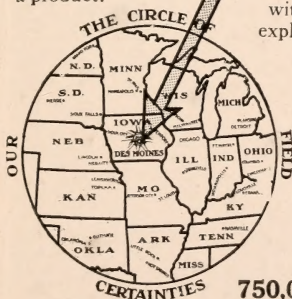
AUGUSTA
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Dealer Co-operation is the Real Factor in Every Merchandising Problem

Well directed advertising campaigns create a demand—but to sell goods in volume you must have dealer co-operation. A large manufacturer says: "I had spent nearly a quarter of a million dollars in advertising before I discovered that, while I was creating a demand for my product, I was not developing a real business. Local merchants bought a small quantity of my goods, and then tucked them away in a corner, showing them only on special request." It is an exploded theory that big national advertising campaigns compel the dealer to really "handle" a product.

You may compel a dealer to buy some of your goods, but that isn't what you want. What you want him to do is to display them on his counters and shelves, and to recommend them to his customers—you want him to co-operate with you in the sale of your goods. Our "Popular Store Plan" is the only successful method yet devised for securing dealer co-operation. A chain of ten thousand retail stores covering sixteen states are ready to handle your goods in the right way, if you adopt our plan. Nineteen national advertisers are already using this plan with profit to themselves. May we explain this plan to you?



People's Popular Monthly

Des Moines, Iowa

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750,000 Circulation Guaranteed

The Household Guest

Circulation

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A MONTHLY MAGAZINE

appealing to the American Family and embodying all that is clean and interesting to discriminating readers.

It Pays Advertisers

90 per cent of the circulation is in the small towns and on the Rural Routes, and as strict supervision is exercised on the class of copy inserted, its readers have confidence in its columns and respond liberally.

The Rate is \$3.00 Per Line Gross

The Household Guest

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